



Dallas

DECEMBER • 1959

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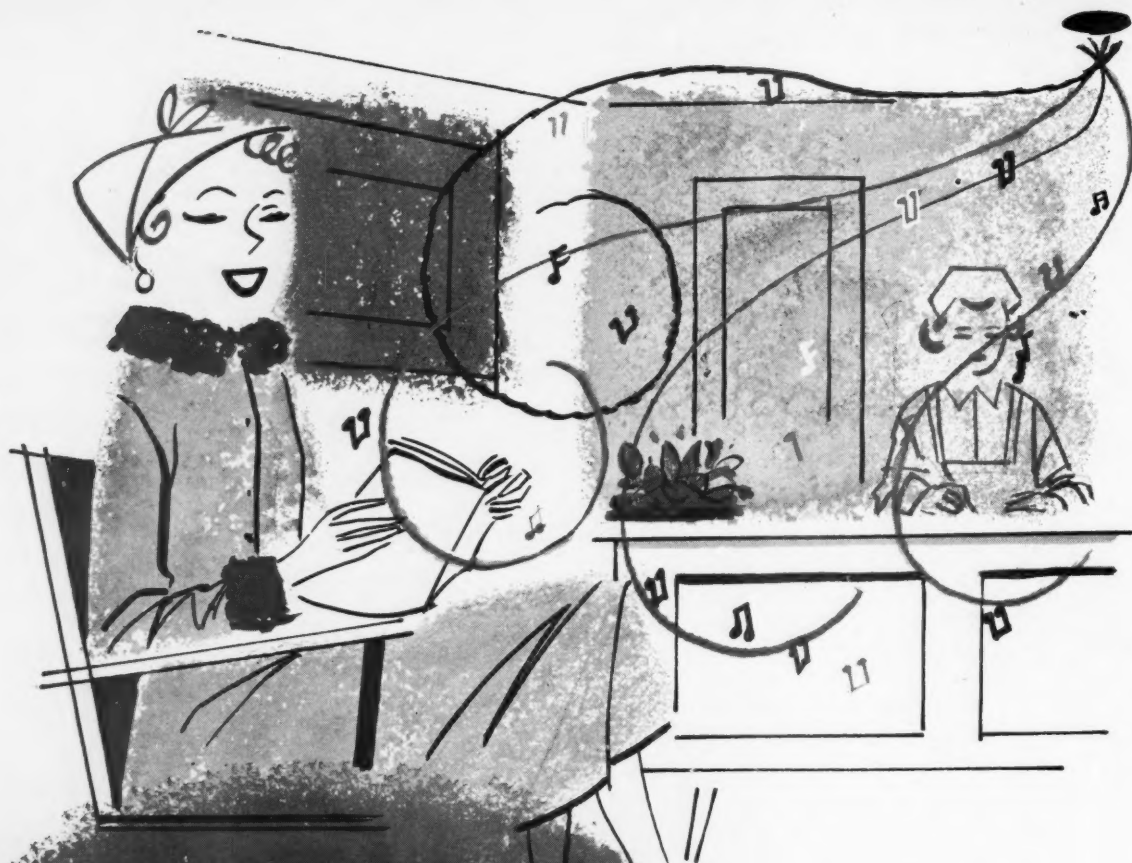
Jesus Christ is the only living man to ever triumph over death!

Because He arose from the dead, His millions of converts . . . from every nation on earth and of every race and color . . . can testify that He is still alive today!

Christmas is His traditional birthday, the only anniversary of its kind that is commemorated internationally.

May the full significance of this joyous season be an inspiration and blessing to our many friends . . . and to all mankind everywhere.

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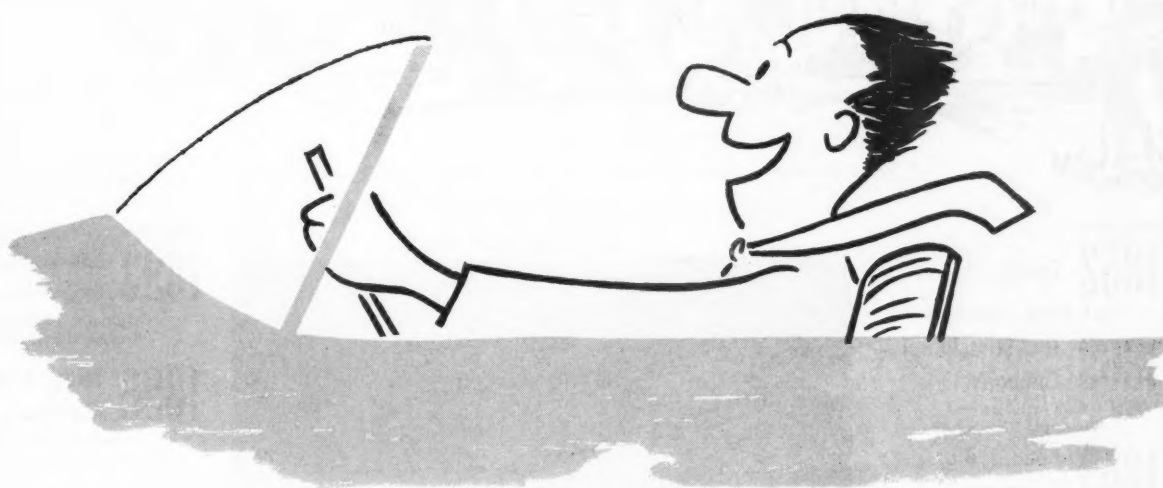
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Dallas *Pioneers*



Established

1852 Caruth

Real Estate Investments

1869 The Schoellkopf
Company

Manufacturers and
Wholesale Distributors

1869 Padgett Bros.
Company

Leather Goods —
Wholesale and Retail

1872 Dallas Transit
Company

City Bus Transportation

1874 Bolanz &
W. C. (Dub) Miller

Real Estate and Insurance

1874 Binyon-O'Keefe
Warehouse Co.

"Moving, Household Goods, and
Commercial Warehousing"

1878 National Bank
of Commerce

Banking

1884 The Dorsey
Company

Printers — Lithographers
Stationers — Office Furniture

1885 Mosher Steel
Company

Structural Reinforcing
Steel and Machinery Repairs

1889 Austin Brothers
Steel Co.

Steel for Structures of Every Kind

1890 William S.
Henson, Inc.

Advertising Printing

1893 Fleming &
Sons, Inc.

Manufacturers — Paper
and Paper Products



THE Black Land Belt was the axis of the Texas Cotton Industry and buyers weighed and bought cotton at the curb on Dallas streets during the mid-eighties, as shown in the above photograph. Structural steel had come into Texas in the seventies with the railroads and Frank Austin had come here representing the King Bridge Company. This firm built some of the first steel railroad bridges in Texas and in 1889, Frank Austin and his brother George established Austin Brothers Steel Co. in a small office at 112 Field, between Main and Commerce. In 1896 the firm moved to the Cockrell Building at 301 Main Street and later to the Trust Building at 259 Main. In 1908 their offices were moved to their present location and equipped with such conveniences as central heating (coal), electric lights and inlaid linoleum. During the past seventy-one years Austin Brothers Steel Company has fabricated and erected steel for almost every kind of structure in the Southwest including some of the most important buildings on the Dallas Skyline. In 1947 the firm established a branch in Houston where it now has a 15 acre plant. Today, with 350 employees in both Dallas and Houston, Austin Brothers serves the Southwest with general offices in Dallas.

Business Confidence Built on Years of Service

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1893 Sparkman-Brand
Inc. Morticians

Originally, Loudermilk,
Broussard and Miller

1896 Briggs-Weaver
Machinery Co.

Industrial Machinery
and Supplies

1902 Cullum &
Boren

Red Fox Athletic Uniforms
Wholesale and Retail Sporting Goods

1898 Praetorian Mutual
Life Ins. Co.

(Formerly The Praetorians)

1903 Smith's Detective
Agency

Burglar Alarm, Fire Alarm
Radio Patrol Service

1904 T. A. Manning
& Sons

Insurance Managers
Fire — Casualty

1907 A. C. Horn &
Company

Commercial and Structural
Sheet Metal

1908 Pure Ice & Cold
Storage Co.

Cold Storage

1911 W. W. Overton
& Co.

Investments

1912 Stewart Office
Supply Company

Stationers — Office Outfitters

1914 Texas Employers
Insurance Ass'n.

Workmen's Compensation
Insurance

CONTENTS THIS MONTH

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	Page
Inside DALLAS	9
Washington Report: The Chamber and the Congress	11
Colorful Cotton Bowl Festival Set	14
Another Dallas First: National Finals Rodeo	16
Mighty Gridiron Titans	18
Annual Dinner Cites Dallas' Leadership	20
"I Am a Citizen of No Mean City"	21
Ford Celebrates Fiftieth Anniversary	22
Dallas Honors Six Donors of Stemmons Freeway Land	25
"Key to Dallas": Time Saver for the Busy	26
Chamber Names Officers	28
A Report of Work by the Dallas Chamber of Commerce in 1959	31
Membership Committee Goes "Over the Top"	40
Young Men Going Places: Ray Wallace	48
Women in Business: Charlotte Jones	58
Ad Index	70
Pioneer Pages	6, 71

Dallas

VOLUME 38

NUMBER 12

DECEMBER

1959

ESTABLISHED IN 1922

BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST

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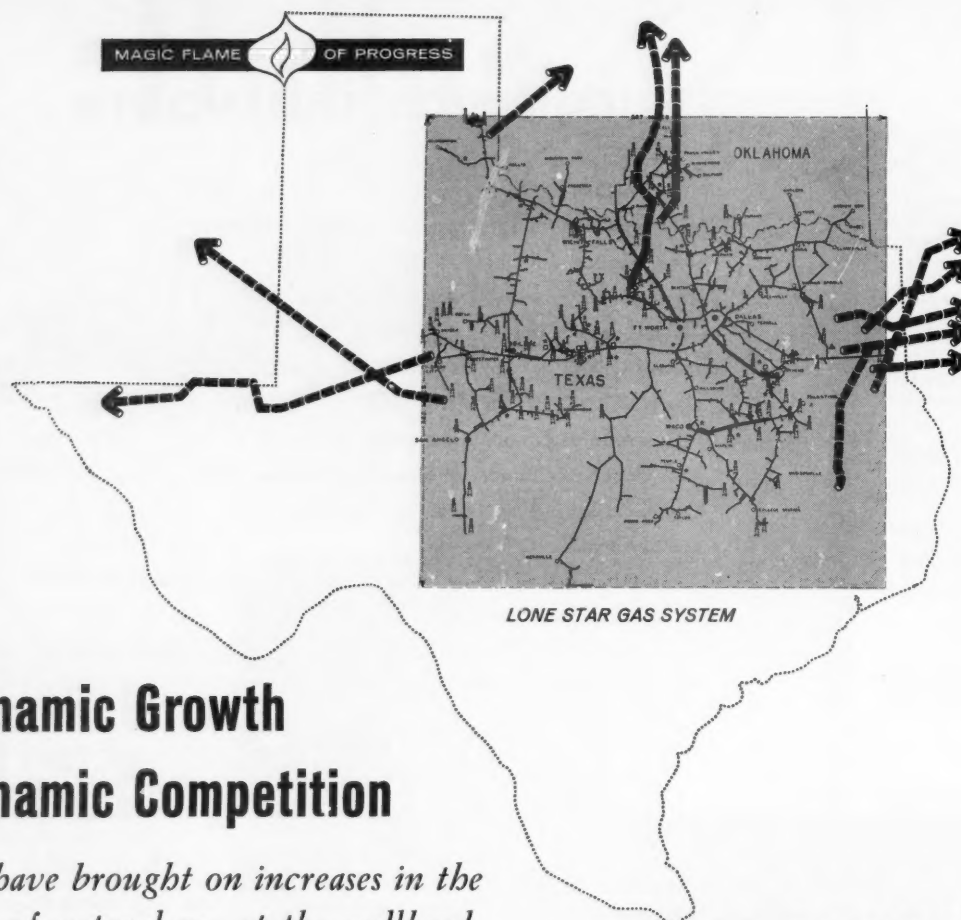
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Chamber News	46	Clubs and Associations	53
News Spotlight	46	World Trade	56
Medicine	50	New and Expanding Business	54
Books	50	Appointments and Promotions	62
Top Flight Visitors	52		

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Dynamic Growth Dynamic Competition

...have brought on increases in the cost of natural gas at the wellhead.

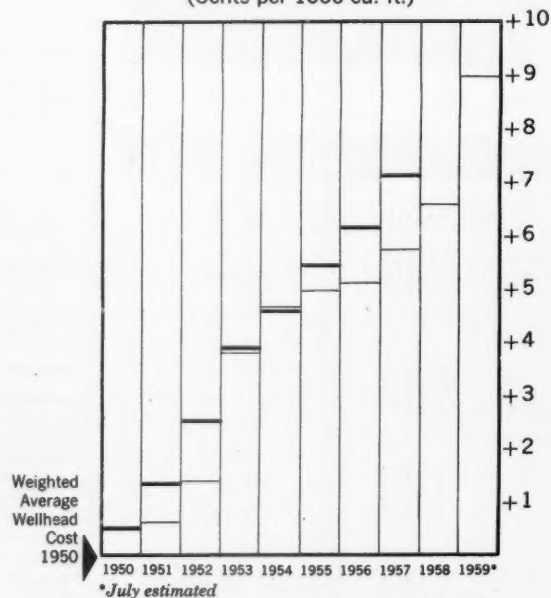
Vigorous, booming competition from other pipelines for natural gas at the source . . . the wellhead . . . keeps forcing the field cost upward. Adequate supply to any given area cannot be maintained unless these costs are met. The natural gas company that serves you must not be prevented from competing for a fair share of the natural gas supply.

Lone Star Gas Company is committed to a pledge — a pledge to you — that it will maintain an adequate supply of gas.

Satisfying your need for round-the-clock natural gas service is our obligation.

LONE STAR GAS COMPANY

How competition has affected field prices for gas
INCREASES in weighted average field prices
(Cents per 1000 cu. ft.)



Heavy bars show increases in weighted average prices paid to producers for gas purchased in the fields of the Southwestern area by 10 major gas pipeline companies (not available for 1958 and 1959). **Light bars** show similar increases paid by Lone Star.

Inside DALLAS

It's Cotton Bowl time in Dallas. With this outstanding Dallas winter festival approaching, DALLAS devotes three stories this month to the Festival, the game itself and the National Finals Rodeo, which will be an outstanding feature of this year's affair.

*

As in previous years, the Annual Report of the Dallas Chamber for 1959 is included in this issue.

*

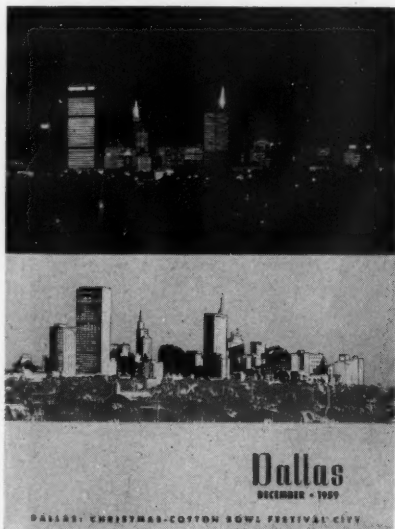
The 1959 Annual Dinner of the Dallas Chamber, held December 9 at the Sheraton-Dallas Hotel, was one of the organization's most memorable. A story on this event, plus a complete text of the excellent talk given by ex-Congressman Ed Gossett, is included in this issue.

*

Officers who will lead the Chamber in 1960 have been elected by the Board of Directors. A special story on these new officers is in this issue. Information on the new Chamber directors can be found in the story on the Annual Dinner.

*

We must confess that this month's cover, reflecting the beauty and glamour of Dallas by night, was "rigged." The color photograph by Ed Miley was taken during the Office Managers Convention in June when all buildings left their lights turned on — with one notable exception. The Southland Center had not completed its outstanding night-lighting system then. To Wilson Engravers goes the credit for putting in these lights and for completing this excellent view of Dallas.



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WASHINGTON

REPORT



The Chamber and the Congress

Again this year, during the session of Congress, the Dallas Chamber of Commerce adopted resolutions setting forth its position on legislative matters under consideration on Capitol Hill, recommending the passage of some measures and the defeat of others, and copies of these resolutions were distributed through its Washington office to members of the Texas delegation. And now, in reviewing the political year, it may be of interest to summarize the vote of the Texas members on those bills which were acted upon, and thus to determine the degree to which their views coincided with or departed from the political philosophy of the Dallas business community.

At the suggestion of the Chamber's Legislative Committee, therefore, I have researched my files of *Congressional Records* and have tabulated the votes of the Texas Congressmen on those measures on which record votes were taken. The two Texas Senators are of course Lyndon B. Johnson and Ralph Yarborough; and the 22 Representatives are, alphabetically, Bruce Alger of Dallas, Lindley Beckworth of Gladewater, Jack Brooks of Beaumont, Omar Burleson of Anson, Bob Casey of Houston, John Dowdy of Athens, O. C. Fisher of San Angelo, Frank Ikard of Wichita Falls, Paul J. Kilday of San Antonio, Joe M. Kilgore of McAllen, George H. Mahon of Lubbock, Wright Patman of Texarkana, W. R. Poage of Waco, Sam Rayburn of Bonham, Walter Rogers of Pampa, J. T. Rutherford of Odessa, Olin E. Teague of College Station, Albert Thomas of Houston, Clark W. Thompson of Galveston, Homer Thornberry of Austin, James C. Wright, Jr., of Fort Worth, and John Young of Corpus Christi. Since Speaker Rayburn votes only in case of ties, and since no such occasions arose during the session, the tabulation below reflects the views of the other 21 members of the House from Texas.

The resolutions of the Dallas Chamber covered eight areas of legislative activity, and with respect to four of them no action was taken on the floor of either

House. The Chamber had approved the enactment of legislation to effectuate economies in government as proposed by the Hoover Commission, and had opposed bills providing for Federal aid to education, enactment of the Community Facilities Act, and passage of proposed amendments to the Robinson-Patman Act which would eliminate good faith competition as a defense. Bills relating to these four matters did not progress to the point of floor consideration.

It should be pointed out by way of explanation that each Congress has a life span of two years, corresponding to a Representative's tenure in office, and there is a significant political difference between the first and second year of each Congress. When the first session ends, bills not yet acted upon do not die on the calendar, as is the case when the second session adjourns, but simply go over to the following January in their existing status. Consequently, Congress is frequently less disposed to take final action on proposed legislation during the first year than during the second, which explains why some of the matters in which the Dallas Chamber manifested an interest did not come to a vote in 1959.

Then, too, since the status of a bill is not disturbed when it goes over from the first session of Congress to the second, it frequently happens that a measure is acted upon by one House during the first year but not by the other. This was the case with respect to the so-called States Rights Bill (HR 3), a measure which the Dallas Chamber supported. It passed the House with all Texas members recorded in favor of it, except Brooks who voted against. Senate consideration will presumably be forthcoming next year.

In many instances the political beliefs of individual members of Congress can only be interpreted by generalities or end results, since considerable legislation is developed by processes which eschew recorded votes. The House, for example, will resolve itself into a Committee of the Whole, and shape a bill by the adoption or rejection of amendments by voice

votes, standing votes, or teller votes, none of which procedures puts the individual Congressman on record. Then the House will "rise" from Committee and resume its status, and perhaps the final vote on the bill will be a formal roll call; but in many cases such recorded votes will not accurately reflect the position of some members who may have manifested a contradictory attitude during the unrecorded sessions.

The foreign aid bills, for example, were developed largely through such processes. The Dallas Chamber had called for a substantial reduction in Federal expenditures for that purpose, and the legislation eventually enacted by Congress provided for such reductions. But, responsive to the evident mood of the Congressional majority, the cuts were agreed upon over a lengthy period of time during consideration of the legislation by the appropriate committee of both bodies, by the Committee of the Whole, and by the conference committee which adjusted the differences between the House and Senate bills. Consequently, the final vote was a formality of little significance. It was abundantly clear, however, that the overwhelming majority of the Texas members of Congress concurred in the views ex-

Political aftermath: Position of the Dallas business community found agreement on Capitol Hill.

pressed by the Dallas Chamber of Commerce resolution.

Another resolution adopted by the Chamber recommended enactment of the bill, S. 2524, to limit income taxes by States on income from interstate commerce. The House and Senate passed separate versions of the legislation, both by voice votes, and the conference report, which reconciled the differences between the two bills, cleared the Senate by voice vote, and was adopted by the House with all Texas members voting in favor, except Patman, who voted against, and Poage and Teague, who were absent.

The clearest indication of the political sentiments of the Texas delegation was provided by the recorded votes on perhaps the most important legislation enacted during the year, the labor reform bill. The Senate passed the comparatively mild Kennedy Bill, with both Texans voting for it, but when the House considered a similar measure reported by its Labor Committee an effort to substitute the

(Continued on next page)

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with
quality
control



Correct tension, that is, of bolts, studs, screws, and other fasteners used in product assembly. Without tension control there is no quality control.

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The Chamber and The Congress

sterner Landrum-Griffin Bill prevailed, with all Texans voting for the stronger substitute, except Brooks, Patman, Thomas, and Thompson, who voted against, the division thus being 17 to 4. But when Congress considered the conference report, which adhered much more closely to the stiffer House bill than to the milder Senate version, both Texas Senators voted for it, as did all Texas Representatives except Poage and Teague, both of whom undoubtedly would have approved it, had they not been absent, inasmuch as they had previously voted for the Landrum-Griffin substitute. This was a remarkable demonstration of unanimity in the political thinking of the Texas delegation in Congress.

Any review of the recent Congressional session would thus lead to the conclusion that the Texas delegation, collectively, continues to be moderate-conservative in its political philosophy. And it would lead to the conclusion, also, that the Texans on Capitol Hill are receptive to the considered views of such responsible organizations as the Dallas Chamber of Commerce. Though final Congressional action was not reached during this session with respect to a number of legislative matters in which the Dallas Chamber had manifested an interest, it is a gratifying circumstance that in no instance did the Texas members take a position contrary to that held by the spokesmen for the Dallas business community.



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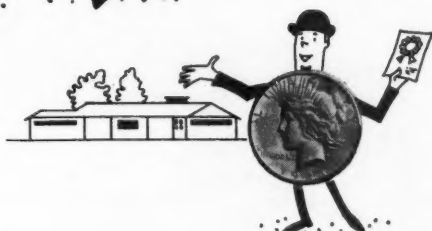
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BUSINESS SERVICE



**Are you sure you've got enough of
me working in the right place?**

I'm the dollar you invest in your financial future. In your planning, review your life insurance program regularly and always remember that through life insurance —

I can create financial protection for
your wife, children and other
loved ones.

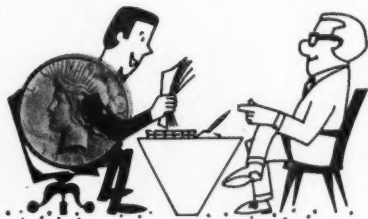


I can guarantee the payment of the
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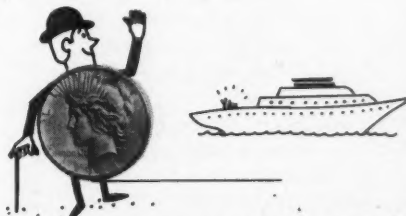
I can provide for the education of
your youngsters.



I can be borrowed to help you over rough spots in times of emergency.



I can provide the cash to buy your
partner's interest in your business if you
should survive him.



I can make life easier for you in your
years of retirement.

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Dallas will be served a heaping portion of the most fabulous and varied entertainment available during the annual Cotton Bowl Festival, December 26-January 2. The week is jam-packed with activities to please every palate, with a program ranging from musical comedy to the most outstanding sports events of the year, with a liberal sprinkling of glamour and the thrills and chills of the first annual world series of rodeo, the National Finals.

Climaxing all activities leading up to the annual Cotton Bowl Classic will be the Cotton Bowl Coronation Parade on Thursday, December 31. This will be the biggest as well as most elaborate Coronation parade to be held in its three-year history. Bands, beautiful floats, beauty queens, antique autos, horses, champion cowboys, sheriff's posses are just a few of the attractions in the parade which will start at 10:30 a.m. at Young and Harwood.

The U. S. Marine Band from Parris Island, S. C., will be one of the main units in the parade. This band is famous the world over having performed in numerous foreign countries. In addition to the Marine band, the Syracuse University band, which was in the first Cotton Bowl Festival parade, and the Southwest Conference host band will represent the teams that will clash in the Cotton Bowl Jan. 1.

Theme for the floats in the Coronation parade will be "Texas Brags." Nine floats will represent the eight Southwest Conference schools and Syracuse. Two awards will be given this year to the sponsored floats judged best from Dallas and to the best float from outside of Dallas. Judges for the floats will be Julie Benell, of WFAA-TV; Douglas MacAgy, director of the Museum of Contemporary Arts; and Karen Klinefelter, travel editor of the Times Herald.

Floats in the parade are being prepared by two Dallas companies, Worth Amusements Co. and Jack Bridges, and the National Decorators of San Antonio.

Colorful Cotton

COTTON BOWL FESTIVAL

Dec. 26-Jan. 2

NATIONAL FINALS RODEO — State Fair Livestock Coliseum; December 26-30, 2 and 8 p.m. daily.

"MY FAIR LADY" — State Fair Music Hall; Dec. 28-Jan. 2; 8:15 p.m. with matinees on December 30 and January 2 at 2:30 p.m.

COTTON BOWL HIGH SCHOOL BASKETBALL TOURNAMENT—

P. C. Cobb Field House, Dec. 26-30.

COTTON BOWL COLLEGE BASKETBALL TOURNAMENT —

Automobile and Recreation Building, State Fair Park, Dec. 28-30.





Floats from Longview, Tyler, Odessa, Greenville and Lubbock have already been entered in the line of march.

The parade which has been estimated to be some two and one-half miles long will have twenty-five bands and eight marching units. Two bands are coming from Oklahoma; the Altus High School band and Prairie Bells, marching unit and the Tipton High School Band. Plaques will be awarded to the band from a school of 500 and over and to a school of an enrollment of under 500 that is judged best in appearance, precision, alignment, and musical sound. All of the bands participating in the parade will receive certificates for their schools.

Sheriff's posses from Dallas, Lubbock and Wichita Falls will add more color to the marching units. The Wichita County Mounted Patrol received first place honors in the Fort Worth Fat Stock Show parade in 1959.

Among the 4500 persons in the march will be the champion cowboys of 1959. The cowhands will have been determined as champions the night before the parade at the final performance of the National Finals Rodeo.

The national company of the Broadway show, "My Fair Lady" will present evening performances of the popular attraction at 8:15 in the State Fair Music Hall, December 28-Jan. 2. There will be matinees on December 30 and Jan. 2.

Sporting events will include the 20th annual Dr Pepper High School Invitational Basketball Tournament with 32 of the top high school cage teams in Texas competing in the tourney which begins Dec. 26 and runs through Dec. 30. Most of the games will be played in the P. C. Cobb Field House.

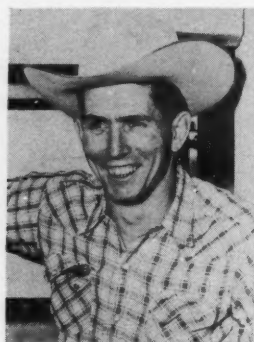
The Southwest AAU College Basketball Tournament will have eight of the small college teams playing on the courts in the Automobile and Recreation Building at State Fair Park. The games are

(Continued on Page 60)

Bowl Festival Set

COTTON BOWL TENNIS TOURNAMENT—Automobile and Recreation Building, State Fair Park, Dec. 28-31.
COTTON BOWL BOWLING TOURNAMENT—Hap Morse Bowling Lanes, Dec. 12, 13, 19, 20, 26, 27, 31, Jan. 1, 2, and 3.

COTTON BOWL CARNIVAL—Midway at State Fair Park, Dec. 26-30, 1-6 p.m. daily, weather permitting.
COTTON BOWL PARADE—Downtown Dallas, Dec. 31, 10:30 a.m.
TEXAS SPORTS HALL OF FAME LUNCHEON—Sheraton-Dallas Hotel, Dec. 31, 12 noon.
COTTON BOWL STYLE SHOW—Statler Hilton Hotel, Dec. 31, 12 noon.



JIM SHOULDERS, rodeo's champion of champions will compete in the National Finals here.

Another Dallas First: NATIONAL FINALS RODEO

Dallas will become the "cowboy capital of the world" during the last week in December with the staging of the historic first National Finals Rodeo here in the State Fair Livestock Coliseum Dec. 26-30.

Mingling with the festive crowds in downtown Dallas during Cotton Bowl Week will be scores of lean, rangy big-hatted men, among them the best rodeo riders, ropers and bulldoggers in the nation, here for the biggest annual event the booming sport of rodeo has ever known.

The National Finals Rodeo is a great new feature of the Cotton Bowl Festival. It is something entirely new and novel for the sport of rodeo, which has grown into one of the nation's most popular spectator sports. The National Finals is sponsored by the State Fair of Texas and is being produced by the National Finals Rodeo Commission of the Rodeo Cowboys Association.

Pinpointing Dallas' well-earned reputation as a major sports center, the first National Finals Rodeo was awarded to this city over forty-eight other cities that sought it.

In addition, the National Finals is loaded with an impressive list of historic "firsts" for the sport of rodeo.

It is rodeo's first "world series." It is the first rodeo ever to be produced by

the sport of rodeo itself. It is the first rodeo ever to be limited to only the qualified top money-winners of the year. It is the first rodeo to use hand-picked bucking stock from the strings of all the stock contractors that supply animals for rodeos sanctioned by the Rodeo Cowboys Association.

The big rodeo comes after the regular eleven-month rodeo season, which runs Jan. 1-Dec. 1 annually, is over. It concentrates into one arena in five short days the best of rodeo and its competitors for the entire season. It is to rodeo what the world series is to baseball, what the bowl games are to collegiate football, what the Indianapolis "500" is to automobile racing, and what the Kentucky Derby is to horse racing.

The contestants, sixty-five of them from eighteen states, are the cream of the cowboy crop. In all other R.C.A. rodeos, any R.C.A. member can compete. But in the National Finals, the field is limited to the top fifteen money-winners for the year in each of the five standard events of rodeo, which are bareback bronc riding, calf roping, Brahma bull riding, steer wrestling and saddle bronc riding. They are top hands of all the 4,000 competing members of the Rodeo Cowboys Association.

The contestants have qualified for the National Finals on the basis of their

OVER 250 of the least rideable stock in the country were chosen for the Finals.



STEER WRESTLING is one of the many events of the National Finals Rodeo.



money winnings at all the 496 rodeos sanctioned by the R.C.A. in which they participated during the regular season of 1959. Several of the contestants have qualified in more than one event.

Among them are the defending world champions for 1958 in each of the five events. Emphasizing the fierce competition for the championships, none of them will go into the Finals leading in their own events. Eight other former world champions will compete in the Finals as well.

One of the most famous rodeo cowboys of all time — rodeo's champion of champions — will compete in the National Finals in two events. He is Jim Shoulders of Henryetta, Okla., who during his rodeo career has won more money and more world championship titles than any other cowboy in history. He has won fourteen titles and could pick up three more at the National Finals. He has won the All-Around Cowboy World Championship four times, and the past three years in a row. He has won some \$358,000 during the fourteen years in which he has com-



peted in professional rodeo. His winnings have averaged some \$37,500 a year for the past five years. He has been world champion bull rider for five straight years and has won the bareback bronc riding championship three in a row. He goes into the Finals in the lead once again for World Championship All-Around Cowboy honors, with total winnings for the regular season of \$29,427 for the two events he enters. Shoulders ranks second in bull riding and third in bareback riding going into the Finals, but is still in contention for the championships in these events. He is the only National Finals contestant who ranks among the first three point-winners in two different events.

The defending saddle bronc riding champion, Marty Wood of Bowness, Alta., another Finals contender, currently ranks fifth in his specialty. Dean Oliver of Boise, Idaho, the 1958 calf roping champ, is in third place going into the Finals, and Jim Bynum of Forrester, Texas, stands fifth in steer wrestling, which he won last year.

Another top hand in the National Finals is Casey Tibbs of Nemo, S. D., who has the reputation of being one of the most colorful contestants any sport has ever seen. Tibbs goes into the Finals leading in the saddle bronc riding event, with winnings of \$16,585 for the season in that event, and total winnings of \$18,376. He has won five saddle bronc riding championships and is the all-time big winner in this event.

Jim Bob Altizer of Del Rio, Texas, top man in the calf roping among Finals contestants, set a new record this season for

winnings for this event, and will enter the Finals with \$24,380 in money won for the year.

Topping the field among steer wrestling contestants is Harry Charters of Melba, Idaho, who in his first year in professional rodeo has won \$17,228 in the bulldogging event. In the bull riding event, the top man among the fifteen Finals contestants is Bob Wegner of Ponca City, Okla., who has won \$14,628, and in bareback bronc riding Jack Buschbon of Cassville, Wis., is tops with \$15,742.

Trailing Shoulders in the contest for the World Championship All-Around

(Continued on Page 72)





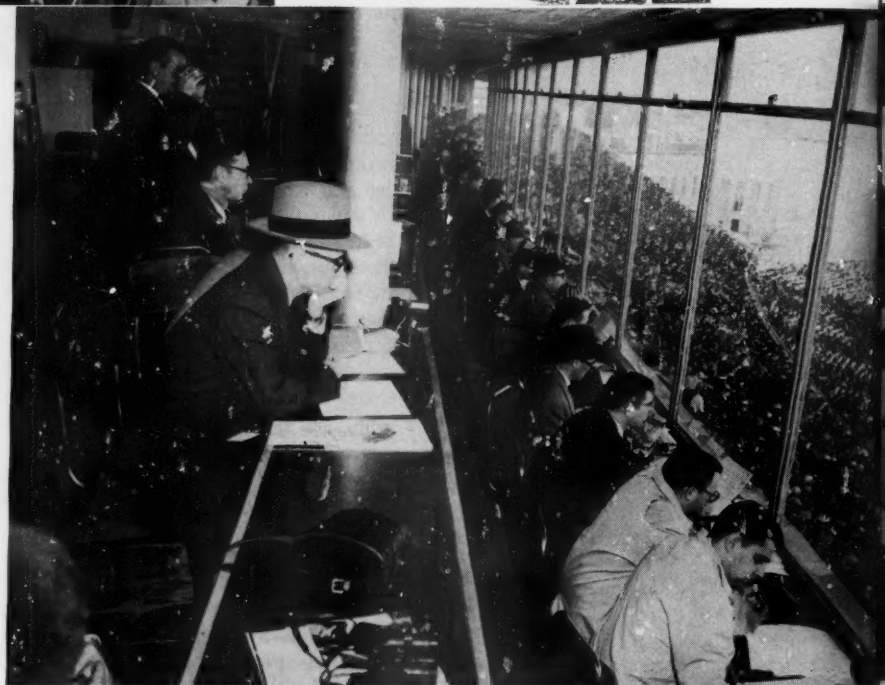
MIGHTY GRIDIRON TITANS

**Two Top Teams Compete
In New Year's Day Game**

A battle of gridiron titans looms for the Cotton Bowl on New Year's Day. The undefeated, untied national champion Orangemen of the University of Syracuse will be challenged by the University of Texas Longhorns, co-champions of the Southwest Conference, in what stacks up as the outstanding post-season bowl game in the country.

At all odds, the 1960 Cotton Bowl classic takes shape as one of the best matches the Cotton Bowl has seen since the inception of the New Year's Day game 23 years ago. Syracuse was invited to the Cotton Bowl and accepted following their eighth game of the season, a 71-0 rout of their traditional rival Colgate. They went on to win their final two games going away.

The Syracuse team is the only undefeated eleven in any of the major post-season bowl games, and is ranked No. 1 in the nation. Syracuse was the recipient this year of the MacArthur Trophy, sym-



bolic of the national championship, and has been lauded as perhaps the best football team the East has ever produced.

The Texas Longhorns, who boast a fine record for the season with nine wins and one loss, have one of their most exciting teams in years and at season's end were ranked No. 4 in the nation.

Both teams have their All-American candidates who have been named to a number of the All-American teams.

The Orangemen lead all major college teams statistically, in total points scored, in total offense, total defense and rushing defense.

Syracuse has bowled-over ten oppo-

nents, nine by top-heavy scores, in rolling up a total of 390 points to 50 for the opposition. The Orangemen took the measure of Kansas 35-12, Wake Forest 32-16, Maryland 28-0, Holy Cross 28-0, West Virginia 44-0, Pittsburgh 35-0, Penn State 20-18, Colgate 71-0, Boston University 46-0, and in the nationally televised game of the week wound up their season with a 36-8 victory over well-regarded UCLA.

Texas, which missed having an undefeated season by only five points, defeated Nebraska 20-0, Maryland 26-0, California 33-0, Oklahoma 19-12, Arkansas 13-12, Rice 28-6, SMU 21-0, Baylor 13-12, Texas A&M 20-17, and lost only to TCU 9-14.

Texas scored 202 points to 73 for the opposition.

Texas and Syracuse played only one common opponent this season, Texas defeating Maryland 26-0 and Syracuse blanking the same team 29-0.

Texas shared the Southwest Conference championship this season with both TCU and Arkansas, the first time in history the conference has had three co-champions. However, no one of the three teams beat both the other two. Texas bested Arkansas, Arkansas defeated TCU 3-0, and TCU edged Texas. Consequently, since both TCU and Arkansas had played in the Cotton Bowl Classic more recently than Texas, the Longhorns got the bid to the New Year's Day game under Southwest Conference policy. The Cotton Bowl

Bowl, losing both times, to Alabama in 1953 and to Oklahoma in 1959.

In anticipation of what may lie ahead for football fans in the Cotton Bowl this New Year's Day, it is interesting to note that both Texas and Syracuse figured in the Classic's two highest scoring games. Texas' 40-27 victory over Missouri in 1946 added up to a total of 67 points, and 55 points were scored by both teams in Syracuse's 28-27 loss to TCU in 1957.

Syracuse had its greatest season this year since the school started competing in football in 1889. The Orangemen employ an extremely unorthodox offense. The line plays in typical powerhouse single wing style, unbalanced either left or right, and the deep backs line up in a manner similar to some single wing teams, sometimes

merely the best lineman they have seen all season. Then there's Fred Mautino, a 6-3, 191-pound end described by the Syracuse coach as the best man at his position any Syracuse team in history has boasted. And Bob Yates, a 6-2, 230-pound tackle, is one more reason why the "Sizeable Seven" Syracuse line has been the bane of Orange opponents this year.

In the backfield, Syracuse has Ernie Davis, a 6-2, 205-pound powerhouse halfback hailed as being as good as the great Jim Brown, who showed his prowess in scoring 21 points in Syracuse's Cotton Bowl appearance in 1957, and is now an outstanding pro league player for the Cleveland Browns. Davis has cavorted with the ball at an average of better than seven yards every time his number is



Classic is, of course, the official Southwest Conference postseason bowl game.

Texas has played in the Cotton Bowl Classic on five prior occasions, the last time being in the 1953 game. The Longhorns beat Georgia Tech 14-7 in the 1943 Cotton Bowl game, tied Randolph Field 7-7 in 1944, defeated Missouri 40-27 in 1946, bowed to Tennessee 14-20 in 1951 and in their last appearance in the Classic blanked Tennessee 16-0.

Syracuse has been the visiting team in the Cotton Bowl Classic once before, in the 1957 game, when they lost a close one to TCU 28-27. Syracuse has also appeared twice in recent years in the Orange

with a flanker, but the quarterback is always up under the center in T-formation style. The attack, based on the "belly" or "ride" series, is extremely deceptive, with brilliant quarterback faking, and unusually effective use of the "option" play.

The Syracuse line is one of the nation's heftiest, averaging out at about 216 pounds to the man. The linemen average in height 6 feet 3 inches tall. Roger Davis, the 6 foot, 3 inch, 228 pound guard, who has made most of the "consensus" All-America teams, has been described by many of the coaches of teams that have opposed Syracuse this season as being

called. He has scored on breakaway runs of 56, 56, 40, 29 and 25 yards.

Other Syracuse stars include Halfback Gerhard Schwedes, one of the country's top scorers who was born in Germany and came to the U. S. when he was 12 years old, and Dave Sarette, the sophomore quarterback, who has been tossing touchdown passes with amazing regularity all season.

The Syracuse team is coached by Ben Schwartzwalder, who in his college days was a 152-pound pocket-size guard for West Virginia. Schwartzwalder has coached at Syracuse for the past eleven

(Continued on page 60)

Annual Dinner Cites Dallas' Leadership



Dallas' civic leadership received high praise at the 50th Anniversary Annual Dinner Meeting of the Dallas Chamber of Commerce. Some 1,200 members and their guests attended the dinner, held December 9 at the Sheraton-Dallas Hotel.

Honor guests were the nine living past presidents of the Dallas Chamber and their wives. They are T. E. Jackson, who served as Chamber president from 1918 to 1920; R. L. Thornton, Sr., 1933-35; Paul Carrington, 1941-42; B. F. McLain, 1943-46; D. A. Hulcy, 1947-49; Ben Wooten, 1952-53; Jerome K. Crossman, 1954-55; W. W. Overton, Jr., 1956, and J. Erik Jonsson, 1957-58.

In praising these men and the Dallas spirit of leadership, featured speaker ex-Congressman Ed Gossett said, "I am inclined to believe that if we had, on the national level, the sort of leadership which Dallas has had on the local level, we could face the future with a great deal more confidence."

The dramatized program for the evening featured a slide presentation with music accompanying the narration. This program cited the achievements of Dallas and the Chamber of Commerce while the nine honorees served as Chamber president.

Recognition was also given the deceased Chamber presidents: L. O. Daniel, Alex Sanger, C. W. Hobson, Louis Lipsitz, Frank Smith, T. M. Cullum, E. R. Brown, George Waverly Briggs, Arthur Kramer, Sr., Edward T. Moore, L. B. Denning, J. B. Adoue and John W. Carpenter.

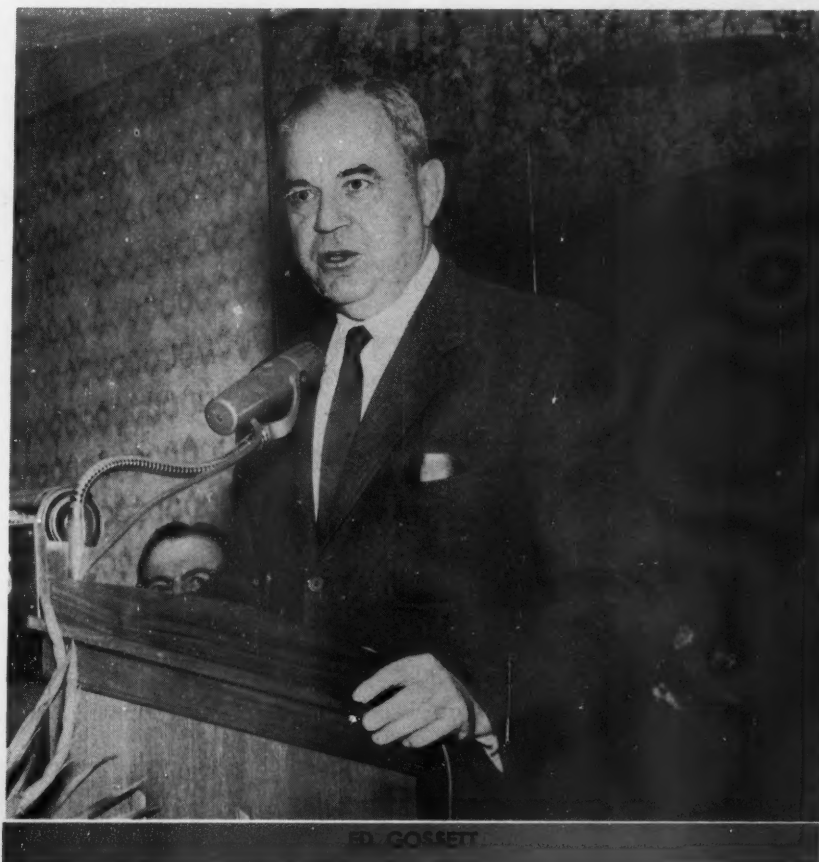
The dramatized program cited "teamwork" as the reason for Dallas' rise to prominence. Competing cities had "equal resources in everything but the teamwork manpower that was to lead Dallas to its present position of dominance."

Mr. Jackson was cited as one of the early leaders of the Dallas Chamber, "the man who led Dallas past the 150,000 mark in population." And, "on the foundations built by T. E. Jackson, and his associates, Dallas was ready to push forward toward its next 150,000."

When depression times came to Dallas, a strong leader was needed. "Bob Thornton had distinguished himself early in many business and civic jobs. Banker and super salesman, the ex-farm boy could get starry eyed and speak with a golden tongue when talking of Dallas." It was he who led Dallas through the harsh days of the banking crisis and into the golden era of the Centennial.

Paul Carrington was to lead Dallas business through the hectic first years

(Continued on Page 65)



"I Am a Citizen of No Mean City"

(Text of address made by former Congressman Ed Gossett at the 1959 Annual Dinner of the Dallas Chamber of Commerce.)

Mr. Potter, Ladies and Gentlemen:

So far as speech making goes, I have never had a greater honor than the privilege of addressing you on this the 50th Anniversary of the Dallas Chamber of Commerce; and of helping to do honor to 9 of our most distinguished citizens who have served this Chamber as presidents. For 30 years I have been making Chamber of Commerce speeches. I have eulogized many individuals on many occasions. But tonight is extra special in my

book. I hope, therefore, you will pardon me if I over-indulge in the use of superlatives.

The Dallas Chamber of Commerce is by size, by performance, by almost any standard of measurement, the biggest and best organization of its kind in the world. Our 9 distinguished leaders whom we honor tonight have had the major role in making it so.

Someone has said that a good leader must be able to organize, deputize, and

(Continued on Page 66)

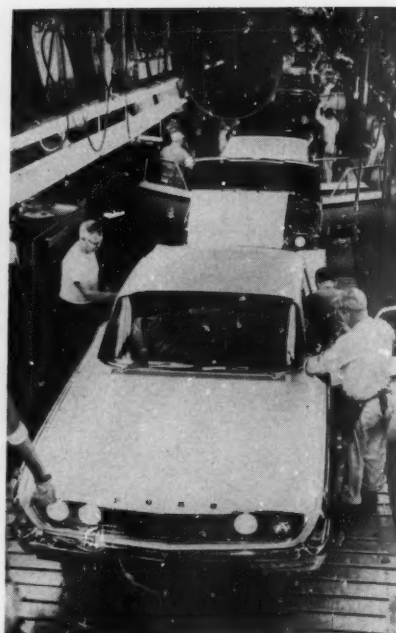


AT THE ANNUAL DINNER a special head table was reserved for the Past Presidents of the Chamber of Commerce and their wives. In the pictures to the left and above are: Mr. and Mrs. Ben Wooten, Mayor R. L. Thornton Sr. and Mrs. Thornton, Mr. and Mrs. B. F. McLain, Mr. and Mrs. J. Erik Jonsson, Mr. and Mrs. W. W. Overton Jr., Mr. and Mrs. T. E. Jackson, Mr. and Mrs. D. A. Hulcy, Mr. and Mrs. Paul Carrington and Mr. and Mrs. Jerome K. Crossman.

FIFTY YEARS ago, Ford began production in Dallas in the small, second-story workshop shown below.



TODAY, right, the huge Dallas plant builds some 100,000 cars and light trucks a year.



FORD CELEBRATES 50th ANNIVERSARY

Ford Motor Company observed its 50th anniversary in Texas December 17. The occasion was marked by a civic dinner at the Adolphus Hotel attended by Gov. Price Daniel, Mayor Robert L. Thornton and several hundred state and community leaders.

Ford operations date back to Dec. 17,

1909, when Henry Ford established a two-man sales and service office for his six-year-old company on Commerce St. in Dallas across from where the Statler Hilton Hotel now stands.

Since then, 2.3 million Ford passenger cars and trucks—enough to form a bumper-to-bumper column nearly 7,000

miles long—have been "Built in Texas by Texans" at Dallas assembly plants. Another half-million were assembled in Houston from 1914 until 1932, when the Gulf Coast plant fell victim to the depression.

Today, 2,000 Texans are employed at the Dallas assembly plant of Ford Division at 5200 E. Grand Ave., and at parts depots and sales offices in Dallas and Houston. More than 500 Ford and Lincoln-Mercury dealerships employ some 7,000 more.

There were only 900 automobiles in Dallas, a community of 90,000, when Mr. Ford introduced the Model T to Texas in 1909. Although much of the state was without roads, the car was an instant success. Seventeen were sold in Dallas the first month.

The Ford work force was increased to five in 1910. Model T cars were shipped to Dallas by railroad, with wheels, top and body removed.

At the railroad depot, wheels were attached and the naked chassis was driven to the branch office. Other parts followed by horse and wagon. There the assembly was completed. Ford boasted it could assemble a Model T from parts on hand within 24 hours.

As the company struggled to meet public demand, it became apparent that complete assembly of cars in Dallas would be more practical than shipping the nearly finished product from Detroit. Limited assembly operations were begun at the Commerce St. building in 1913 under crude conditions.



FORD'S (above) first home in the Southwest was this small Dallas branch office on Commerce Street.



THE PRESENT assembly plant (right) at 5200 E. Grand Ave. employs 1,600 hourly and salaried personnel.

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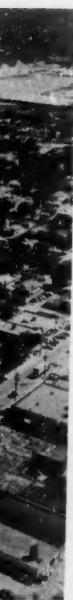
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In July, 1914, Ford opened the first complete automobile assembly plant in the Southwest at Canton and Williams Streets in Dallas. A month later the Houston assembly plant began operations.

By 1924, America was a nation on wheels. The Model T was nearing its peak of popularity. Nearly 47,000 were assembled at the Dallas plant, the city's largest employer.

Again an expansion was necessary, and a new assembly plant was opened in August, 1925, at 5200 E. Grand Ave. It was capable of producing 350 cars and trucks a day.

Almost 55,000 cars were produced in Dallas in 1925 before the Model T began to falter in the face of the modern roads it had helped to develop.

By the time Texans celebrated the state's Centennial at Dallas in 1936, the Model T was of another era. It had been replaced by the Model A which itself had become a victim of obsolescence to the V-8.

At the Centennial Exposition Ford proclaimed its heritage: "Assembled in Texas by Texas Labor." In 1948 the slogan was changed to "Built in Texas by Texans" and immediately caught the fancy of Americans everywhere.

Milestones have passed swiftly at the Dallas plant since the Texas Centennial. In April, 1947, the one-millionth Ford rolled down the line without fanfare, 38 years after the first Texas Ford was sold. Ten years later, in April 1957, the two-millionth Ford was built at Dallas.

Where the original E. Grand Ave. assembly plant had only 260,000 square feet of space, it will have 927,000 when a current expansion is completed. Contributing to the expanded economy is a Ford Division parts depot built in 1951 at 521 N. Industrial Blvd., Dallas, and a similar operation in Houston that serves South Texas.

Production at the Dallas plant this year will total some 100,000 cars and trucks. Ford payrolls in Texas in 1959 will be more than \$13,000,000. Since 1909, the figure adds up to \$200,000,000.

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Dallas Honors Six Donors Of Stemmons Freeway Land



MRS. LESLIE A. STEMMONS receives a plaque commemorating the civic work of her husband, the late Mr. Leslie A. Stemmons, from Mayor R. L. Thornton, Sr. Members of the Stemmons family, from left to right, are: John M. Stemmons, Mrs. L. Storey Stemmons, Mrs. Elizabeth Stemmons Bishop of New York City, L. Storey Stemmons, Mr. and Mrs. Leslie A. Stemmons, Jr., and Mrs. John Stemmons.

Dallas citizens whom Mayor R. L. Thornton Sr. cited as representing the "Dallas spirit at its finest" were honored in a special City Hall ceremony early in December, for their part in bringing the marvel of Stemmons Expressway to Dallas.

Silver plaques as expressions of appreciation from "a grateful community" were presented to the donors of 176 acres of land needed for the new Freeway.

Especially honored were Mrs. Leslie A. Stemmons and her family with a plaque commemorating the civic contributions of the late Mr. Stemmons, for whom the Freeway was named.

The inscription on the plaque reads: "Throughout his crowded business career, Leslie A. Stemmons found time to make many enduring contributions to Dallas' economic and civic progress. Chief among these was the leadership for reclamation of 10,000 acres of otherwise waste land within the heart of Dallas. His own great energies and abilities brought to fruition many of his dreams. Other dreams, a heritage to his sons and associates, have become realities which now stand as monuments to his vision."

Other plaques denoting the amount of land given by each were presented to L. Storey Stemmons and John M. Stemmons of Industrial Properties Corporation; Mr. and Mrs. W. C. Windsor Jr., of Windsor Properties, Inc.; and Mr. and Mrs. David D. Bruton of Inwood Industrial District.

L. T. Potter, president of the Dallas

Chamber of Commerce, which sponsored the presentation with the City, said:

"If this land had been acquired through normal procedure, the vital freeway would have been delayed for years — if it could have reached its present state at all."

Each plaque, silver mounted on ebony, featured an engraved aerial photograph of the Stemmons Freeway, with the Dallas skyline as a background.



AVERY MAYS, right, chairman of the Central Highway Committee of the Dallas Chamber of Commerce, recognizes others honored for their donations of large tracts of land for the Freeway. From the left are David D. Bruton, Mr. and Mrs. W. C. Windsor, Jr. and Mrs. W. C. Windsor, Sr.

Processing final data for the 1960 issue of KEY TO DALLAS is now in its last stages in the Research and Central Records Department of the Dallas Chamber of Commerce. Using the Remington Rand Univac System, approximately 25,000 cards containing information on new and old Chamber members, are being processed to provide first-hand information on Dallas products and services as well as valuable information on all member firms.

This book provides a compact mine of quick information that is being used more and more by businessmen in Dallas and by firms throughout the Dallas Trade Area. The complicated mechanics of put-

The time-consuming task of producing KEY TO DALLAS, and correlating and tabulating all the information that goes into the book pays extra dividends in time saved by member firms and other users of the book. The simplicity of KEY TO DALLAS and the ease of following code numbers and reference instructions are major factors in making it possible to spot quick information in seconds that might require minutes from a variety of other sources.

Not so many years ago, a well informed businessman in Dallas might know at first hand most major firms in the county, who and what they were, their employ-

the Research Department of the Dallas Chamber of Commerce which he fills out and returns. 3. His questionnaire is edited by the Research Department. 4. Data on the questionnaire is typed on his master central records card. 5. Data is punched from his record card onto a punch card. 6. Cards are sorted mechanically depending on process for which they are run. 7. Tabulation is run, printing information directly from punch cards. 8. Tabulation is proofed and sent to the printer.

Bear in mind also that every time a member firm has a change of address or change in phone number, a new basic line or other change, this process is repeated.

"Key to Dallas" Time Saver for the Busy



George F. Dodgen, Director of Research and Central Records of the Dallas Chamber of Commerce, checks out a group of KEY TO DALLAS punch cards with Mrs. Thelma Anders, Department Univac Assistant, at the Remington Rand Service Center.

ting this information together is a year-round job in the Research Department. The result provides finger-tip information on the top business and professional organizations in Dallas which can be found in no other directory of any type.

Since the 8,000 members of the Dallas Chamber of Commerce include approximately 5,700 firms in Dallas County, the alphabetical listing in KEY TO DALLAS and the eleven classified sections provide basic information on virtually every manufacturer, wholesaler, bank, insurance company, retail, service and professional organization in the county. The type size and style and format of the book make it much easier to use than other directories. Quick reference to code numbers and sections make it a real time saver.

ment and basic facts on their operation. Today, with Dallas breaking into the million population bracket, even professional research men must check for complete information. KEY TO DALLAS provides a professional research job tailored to the needs of the business community.

A run-down on the process involved in getting and tabulating information on each new firm joining the Dallas Chamber of Commerce provides background for the type of information available on new and old members in KEY TO DALLAS and why the book provides accurate information on new organizations as well as old and established firms in Dallas.

Here is the process: 1. A new firm joins the Dallas Chamber of Commerce. 2. The manager is sent a questionnaire by

The detailing of this unglamorous process is presented to give the reader an idea of the background of work that goes into the production of KEY TO DALLAS and the magnitude of the task in keeping up with its dynamic growth.

Hundreds of calls come into the Dallas Chamber of Commerce every month requesting basic information that is easily found in KEY TO DALLAS. The more alert business executives and their secretaries and associates are finding that it pays to use the KEY. The 1960 issue of KEY TO DALLAS now in production, will be published early in February. George Dodgen, Director of Research for the Dallas Chamber of Commerce, urges members to get full use out of this book to save time and money for their firms.

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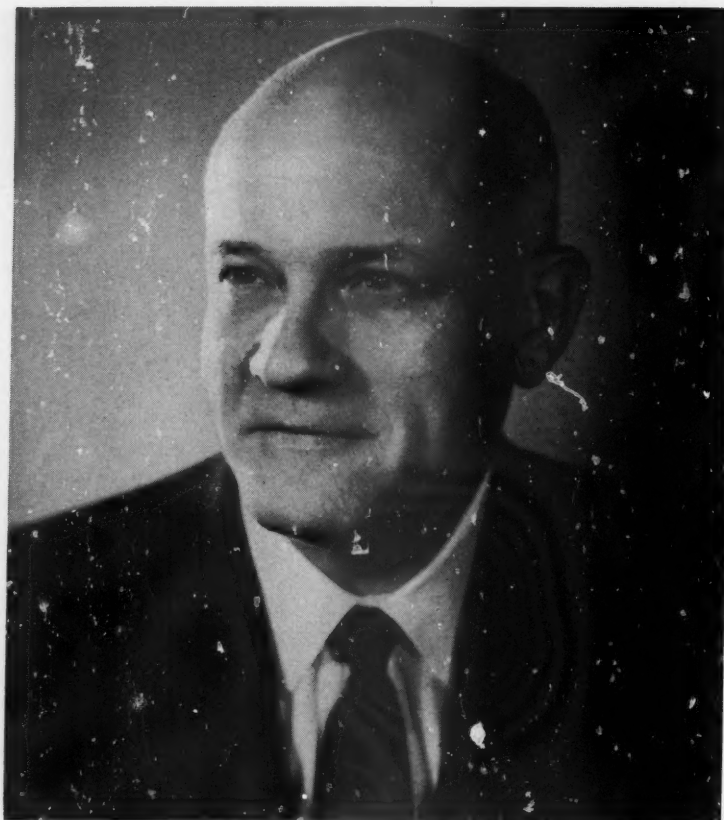


Houston • Dallas • Galveston • Harlingen • Lafayette, La.
DALLAS • DECEMBER, 1959

CHAMBER NAMES OFFICERS

L. T. Potter has been re-elected president of the Dallas Chamber of Commerce. Avery Mays was re-elected a vice president. New vice presidents elected were C. B. Peterson, Jr., and Dan C. Williams. Other officers elected by the Chamber's Board of Directors for 1960 included J. D. Francis, treasurer, and Paul Carrington, National Councilor.

New Board members elected to three-year terms by the entire Chamber membership are James W. Aston, president of Republic National Bank; Robert B. Culum, president of Tom Thumb Stores; J. D. Francis, executive vice president of Mercantile National Bank; E. B. Germany, president of Lone Star Steel Company; S. T. Harris, vice president of Texas



L. T. POTTER

1960 Dallas Chamber of Commerce Officers



AVERY MAYS



C. B. PETERSON JR.



DAN C. WILLIAMS



J. D. FRANCIS

Instruments; Lee D. Starr, president of Titcher-Goettinger, and Harry J. Strief, Jr., president of Strief Enterprises.

Other members of the Board are William A. Blakley, Aubrey M. Costa, Trammell Crow, Vance Foster, Dr. James Gill,

C. J. McCarthy, Herbert L. Nichols, Charles A. Sammons, Leon Tate, C. A. Tatum and L. H. True.

Mr. Potter, president of Lone Star Gas Company, has been active in Dallas and Texas civic affairs for many years. He is

past president of the Dallas County Community Chest and is a director of the Greater Dallas Planning Council, Dallas County Red Cross, Boy Scouts of America Circle Ten Council, Dallas Institute for the Deaf, the Adamson High School

Scholarship Fund, Goodwill Industries, and the Texas Mid-Continent Oil & Gas Association.

He is a member of the Cotton Bowl Council, Council of Social Agencies and the Board of Trustees of Methodist Hospital, and is a director of the Dallas Zoological Society. He is a vice president of the American Gas Association.

Mr. Potter is a past president and director of Industrial Dallas, Inc., the corporation set up to handle a national advertising campaign to bring new industry to Dallas.

A native of Dallas, Mr. Potter is a graduate of Texas A&M College. He is a member of Kessler Park Methodist Church, where he is a member of the Official Board.

Mr. Mays, a general contractor and developer, came to Texas from Alabama as a small boy. He has taken part in numerous civic activities. Past president of the Oak Cliff Chamber of Commerce, he also served as president of the Dallas Home Builders Association, which he represented as a director of the National Association of Home Builders.

He is a member of the Board of Directors of the Greater Dallas Planning Council, the Urban Renewal Committee of the City of Dallas and the Mayor's Master Plan Committee. He has served two terms as vice-chairman of the Dallas School Board.



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PAUL CARRINGTON

Mr. Mays is a member of the Kessler Park Methodist Church, where he is official Board Chairman, trustee and a member of the Building Committee. He also serves as president of the Board of

(Continued on Page 64)

DALLAS • DECEMBER, 1959

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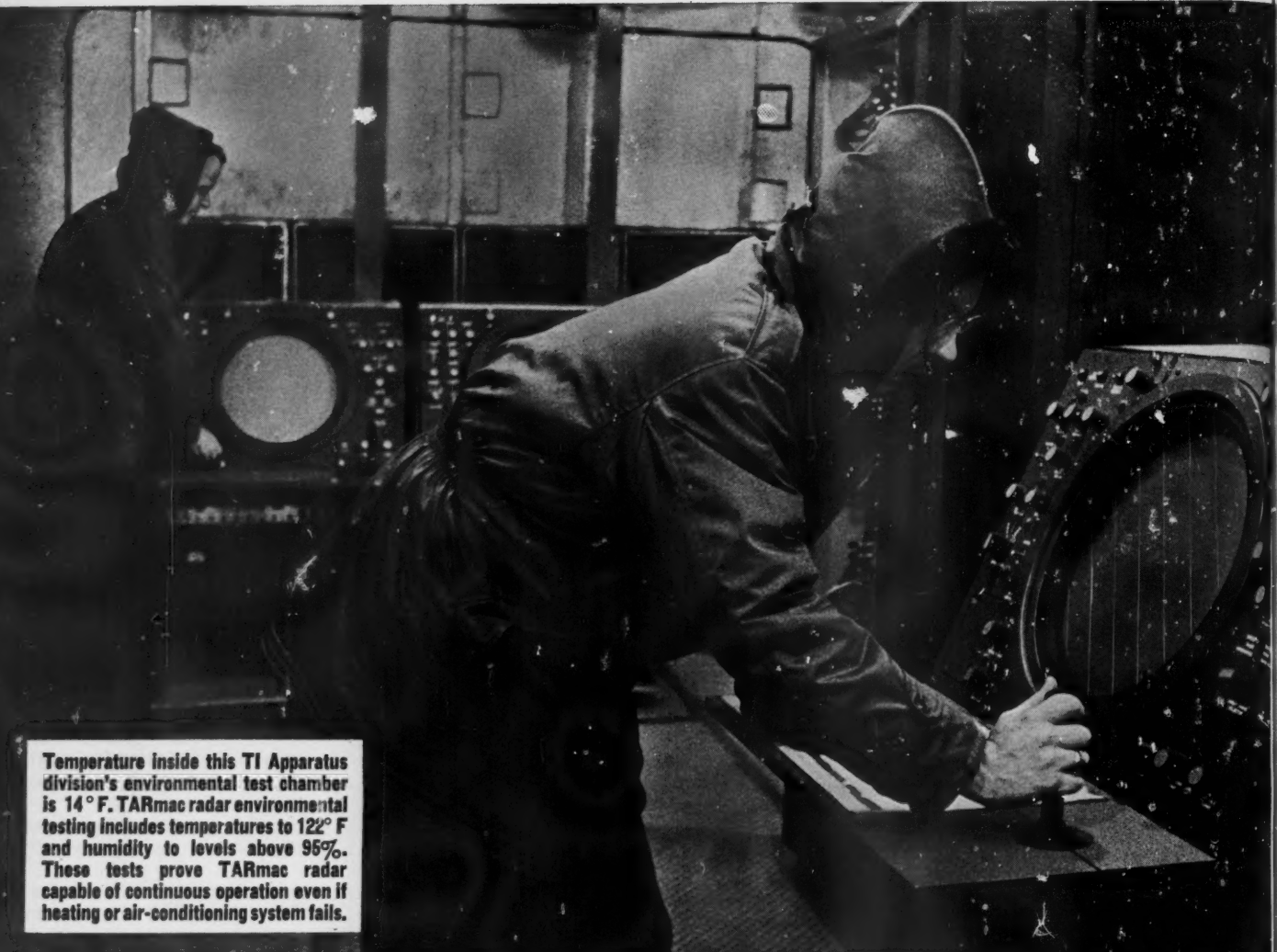
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Management: International Exposition Company, Inc.
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Temperature inside this TI Apparatus division's environmental test chamber is 14° F. TARMac radar environmental testing includes temperatures to 122° F and humidity to levels above 95%. These tests prove TARMac radar capable of continuous operation even if heating or air-conditioning system fails.

Texas Instruments readies Jet Age radars!

Take today's commercial, private and military aircraft, mix well over your airport, stir thoroughly with inclement weather, and you have a major air traffic problem that human judgment alone cannot solve! The Federal Aviation Agency (FAA), aware of the need to reduce field-approach congestion and minimize "stack-up" time, requested an all-weather radar system, one that would give coverage to five miles high at 60 miles distance! Responding to this need, Texas Instruments Apparatus division developed, manufactured and is installing airport surveillance radars (model ASR-4) for the FAA at 35 principal U. S. airports. TI tradename for this radar is *TARMac*—terminal area radar/moving aircraft.

Texas Instruments *TARMac* radar is the first airport surveillance system designed with jets in mind. Long before the sign "Fasten Your Seat Belt" flashes on, even in supersonic aircraft approaching from higher altitudes, *TARMac* radar is helping guide your flight "home." At the same time, it is directing you safely past other landing, passing and departing aircraft as well as navigation hazards.

Texas Instruments *TARMac* radars will be on the job round the clock, 365 days a year. All key equipment in

the system is in duplicate so that an inspection, calibration or repair may be performed without interruption of service. Greater reliability has been achieved by TI engineers with design of failure warning and protection circuitry plus the best assurance against possible failure—engineering and manufacturing of the systems to operate well within component capabilities.

First installation of this new radar is at a major metropolitan airport and will be completed in early 1960, with the others following rapidly. Whether in the arctic or tropics—wherever aircraft operate—so can TI's *TARMac* radar. Development and manufacture of this Jet Age radar system further illustrates TI's readiness to combine diversified technologies and experience to solve complex electronic systems problems. This quality has made Texas Instruments a leader in research, development, design, and manufacture of electronic systems in the Space Age.

TARMac airport surveillance radar systems are available to countries throughout the Free World when licensed for export by the U. S. Department of State.

TEXAS  **INSTRUMENTS**
INCORPORATED

HEADQUARTERS: 100 EXCHANGE PARK NORTH, DALLAS, TEXAS. **PLANTS:** ATTLEBORO, MASS. • DALLAS, TEXAS • HOUSTON, TEXAS • VERSAILLES, KY. • ELIZABETH SOUTH, SOUTH AUSTRALIA • ALMELO, HOLLAND • AVERSA, ITALY • BEDFORD, ENGLAND • BONNEVILLE, FRANCE • BUENOS AIRES, ARGENTINA • MEXICO CITY, MEXICO
OFFICES IN 72 PRINCIPAL CITIES OF THE WORLD

a report of work

by the

DALLAS CHAMBER of COMMERCE



1959

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Statement of Objectives

The Major, continuing objectives of the Dallas Chamber of Commerce may be summarized as follows:

- I. To promote the sound, balanced economic growth of the Dallas Metropolitan Area.
 - A. To bring new jobs and payrolls to Dallas by:
 1. Encouraging and assisting in the expansion of existing enterprises.
 2. Selling enterprises which are not now represented in Dallas — including, particularly, the manufacturing and processing industries which are needed to provide a more balanced economy and to meet existing consumer requirements — on the desirability of relocating in Dallas or establishing subsidiary or branch operations in Dallas.
 - B. Promotion of Dallas as a Market Center and Business Service Center; a broad-scale, continuous effort to make Dallas the dominant source of supply for goods and services for the Southwest and adjacent states.
 - C. Expansion of transportation systems and services as the keystone of the Dallas economy; maintenance of Dallas' competitive advantages in all forms of transportation for both persons and property.
 - D. Encouragement of Dallas' continued diversified growth as a financial center, an insurance center, and as one of the world centers of the oil industry.
 - E. Attraction to Dallas of the "extra" buying power represented by conventions, trade shows and sports events.
 - F. Study of proposed state and federal legislation; representation of the Dallas business and professional community in either supporting or opposing legislative proposals affecting its vital interests.
- II. To promote the development of the Dallas Metropolitan area as an attractive, desirable community in which to live and work:
 - A. Encouragement of businesslike local government; cooperation with local government units in appraisal of and planning for the community's needs; creation of a community "climate" which demands maximum value in public services at minimum cost in taxes.
 - B. Assistance in the development of Dallas' educational facilities to highest standards; provision of leadership for initiating and developing additional educational facilities, particularly those for which the business and professional community has specific needs.
 - C. Fostering the development of Dallas as a medical-hospital center; and correlation with all efforts designed to assure the highest standards of public health in the community.
 - D. Coordination with the institutions and agencies whose primary objectives are Dallas' growth in cultural opportunities; publicizing and promotion of Dallas as a cultural center, particularly in relation to the fact that cultural opportunities are one of the intangible values which influence the community's economic growth.
 - E. Full recognition of the importance of the community's spiritual development; coordination with Dallas' religious leaders, of all faiths, and assistance in the development of the spiritual aspects of community life.
 - F. Encouragement of recreational opportunities, not only for their intrinsic value but also for their bearing upon the community's economic growth.
- III. "Selling" the Southwest; cooperation with other cities of the Southwest, on every sound basis, in realistic appreciation of the fact that Dallas grows as the region grows, and that, more than in the case of most cities, Dallas' welfare is directly dependent upon the welfare of the region for which it is the market center and service center.

and in 1959...

"new jobs and payrolls for Dallas"

In its work to bring new jobs and payrolls to Dallas, the Chamber presented the complete Dallas story to 841 industries which were considering new or enlarged operations in the Dallas area. These were "rifle-shot" contacts, in addition to the promotional efforts of the Chamber directed toward initiating such interest on the part of other prospects. In addition to follow-ups by correspondence and by telephone, the Chamber made personal contacts with a number of its established prospects. Other personal follow-ups were made at the request of the Chamber by business executives.

The Chamber has maintained constant liaison with various industrial development agencies in the area. It has served as a "clearing house" for all industrial development information and has helped provide all agencies with the most current sales and promotional material. In return, these agencies have furnished assistance of many types to the Chamber.

The Chamber has worked closely with the board of Industrial Dallas, Inc., the non-profit corporation handling the national advertising campaign for Dallas. The Chamber has helped in the preparation of copy for the advertisements and in the development of new follow-up material. All responses to the advertising are handled by the Chamber.

Three special mailings were sent out by the Chamber in 1959 to the 6,500 top-level prospects, representing major American industrial firms. These mailings included the special economic and business review of Dallas prepared by the Federal Reserve Bank of Dallas, an eight-page office space promotional piece, and full-page reprints of the first Industrial Dallas advertisements.

Among the more significant industrial operations that located in the area during 1959 where the Chamber was an important factor in selling Dallas included:

Republic-Odin Appliance Corp., manufacturing plant to employ 300 to 400.

Dynacolor Corp., color film developing plant to employ 150-200.

Allied Upholstery Co., manufacturing plant to employ 50-100.

Pecora, Inc., manufacturing plant to employ 25.

American Viscose Corp., Film Division, distribution center to serve three states.

Metropolitan Area Planning

In close cooperation with the other chambers of commerce in the expanded, four-county Dallas Metropolitan Area, the Dallas Chamber helped organize the Dallas Metropolitan Area Planning Committee. This group, composed of representatives of the 23 chambers in Collin, Dallas, Denton and Ellis Counties, is modeled on the highly successful Metropolitan Area Advisory Council which served so well when the Standard Metropolitan Area consisted of Dallas County alone. The Dallas Chamber realized — and all others immediately agreed — that close coordination in civic efforts and long-range planning would be called for in the new, larger area. This Metropolitan Area Committee, already organized and functioning, will be a vital force in the further progress of Metropolitan Dallas.

Premier Industrial Corp., warehouse to employ 35.

Polaroid Corp., sales office and distribution center to serve five states.

Diamond Chain Company, distribution center.

Bulman Corp., sales office and distribution center.

Symons Clamp & Mfg. Co., sales office and distribution center.

Glasspar Corp., warehouse.

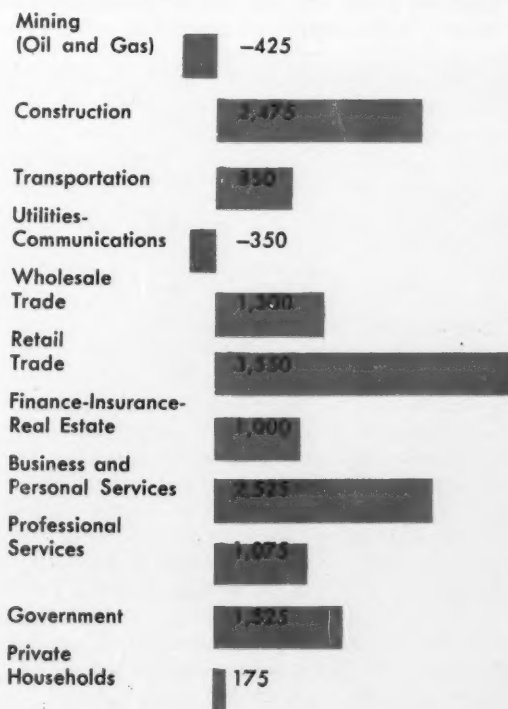
Abco Wire & Metal Products Co., manufacturing and distribution plant.

U. S. Food & Drug Administration, testing laboratory to employ approximately 80.

While it is difficult to measure the direct results of the Chamber's search for new jobs and payrolls, Dallas' overall employment growth in this area during the past year speaks for itself. For the year, Dallas County had a total net gain of 10,300 jobs — representing a net gain of about \$48 million in new payrolls.

Defense Department contract changes, reflecting the transition from manned aircraft to missiles in many phases of the military program, resulting in a reduction of 7,575 jobs in Dallas aircraft manufacturing plants. Despite this slide in aircraft manufacturing employment, other Dallas County manufacturers created 4,175 new jobs, so that the new loss in manufacturing employment was only 3,400. With a net loss of 3,400 in manufacturing jobs, the net gain of 10,300 in total employment in the county was even more significant.

EMPLOYEE GAIN IN NON-MANUFACTURING INDUSTRY



"expansion of transportation systems and services"

On all transportation fields, the Chamber actively represented Dallas interests in 1959. The year was a busy one, with activities ranging from rate hearings to broad developments affecting the entire pattern of Dallas' transportation services.

On the rate scene, an important case has been begun by the Chamber in conjunction with other communities and the Texas Industrial Traffic League. They have filed a petition with the Railroad Commission seeking revision in intrastate motor carrier rates. The petition contends that the current intrastate rates in Texas are too high when compared to interstate rates. It is the belief of the Chamber that Dallas' interests are being harmed by the high rates.

The Interstate Commerce Commission has issued an order in harmony with the Chamber's position in the Released Value Cases. Carriers had proposed a rule which would have required shippers to determine and declare the value per pound on each shipment. Shippers declared this would be almost impossible, and the Chamber agreed. The Chamber also opposed the premium charge for higher valuations and the proposed limitation of carrier liability.

A favorable decision was handed down by the ICC in the Oilfield Haulers Case in which the Chamber, together with other Southwestern interests, sought and secured modification of an ICC minimum rate order which would have drastically increased charges on many truck shipments in the Southwest and Midwest.

In aviation, new air services with West Texas and New Mexico centers were made available to the Dallas market early in the year when the Civil Aeronautics Board issued a partial decision in the Dallas-to-the-West Case. The CAB authorized competitive services with Amarillo, El Paso, Lubbock and Midland-Odessa, and first trunkline-type (non-stop) services with Abilene, Albuquerque, San Angelo and Santa Fe.

The Chamber, jointly with the City of Dallas, represented Dallas' interests in the lengthy and complex Examiner's Hearing in the Southern Transcontinental Service Case. The long-haul issues from the Dallas-West Case, in which Dallas sought competitive services with Los Angeles and San Francisco/Oakland, via intermediate points, and first single-carrier service with Las Vegas, were deferred and consolidated in the Southern Transcontinental Case. In this proceeding, Dallas

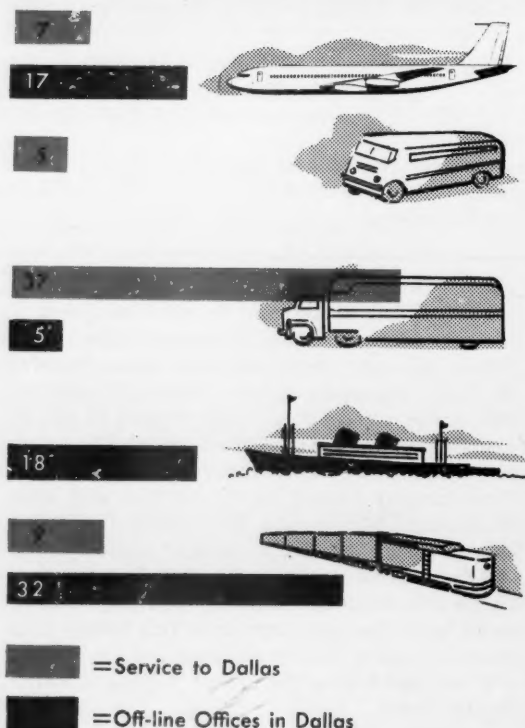
also seeks competitive air services with Atlanta, Birmingham, Miami, New Orleans and Tampa, and direct single-carrier services with Jacksonville, Mobile, Orlando and Pensacola.

Other procedural matters in which the Chamber and the City of Dallas sought to obtain a better air service pattern included the Southwestern Area Local Service Case, now being defined and tentatively scheduled for hearing in 1960.

Meanwhile, inauguration of jet service at Dallas in mid-1959 focused fresh attention on Dallas as one of the nation's major air traffic centers. Dallas became the first city in the Southwest to receive jet service, and at year's end ranked among the six leading jet air service hubs in America. A further indication of Dallas' increasing importance as an air traffic center was the establishment during the year of three off-line sales offices by the Italian and Japanese flag lines and by Western Air Lines.

The Chamber continued to speak for all Dallas on highway questions. Several new or improved highway facilities were opened to traffic during the year, including sections of Interstate Highways 20, 35E and 45; as well as Highways 77, 183, Loop 12 and Spur 244. An important celebration was staged by the City and Chamber upon opening of an important segment of Interstate 35E (Stemmons Freeway). Highway improvements currently under contract in Dallas County on the Interstate and Primary-Secondary programs amount to \$19.7 million.

Dallas as a Major Transportation Market



New Chamber Quarters

Early in 1960, the Dallas Chamber of Commerce will move into new and more efficient quarters in the Mayflower Building, Akard at Pacific. The decision to make this move was taken by the Chamber's Board only after months of consideration of the many possibilities involved. Chief reason for the move was to put the Chamber in more suitable and efficient quarters. The new office arrangement will permit the location of all offices on a single floor instead of having them spread out over several floors as in the present building. Offices will also be arranged to provide the best functional groupings of the various departments. The entire operation will be geared for maximum utilization of the floor space available, as well as for maximum efficiency in operation.

"attraction to Dallas of conventions, trade shows"

Once again, Dallas scored tremendous successes in the convention field in 1959, playing host to a total of 337,238 visitors. Of these, 174,705 attended conventions; 76,333, sales meetings, and 86,200, markets and shows. With each visitor spending an average 3.84 days in Dallas and spending an average \$37 daily, this brought almost \$48 million into the Dallas economy.

During 1959, 58 national conventions were held in Dallas, with eight of these registering an attendance of over 5,000. Largest of these was Kiwanis International with a total attendance of 14,114. The Baptist World Missions brought 10,000 visitors, and one state convention — Texas Mobile Homes — had an attendance of some 10,000. There were 56 state conventions held in Dallas in 1959 and an increasing number of regional conventions.

With the addition of the Sheraton-Dallas Hotel, which opened in March, and three new motels scheduled for opening in 1960, the Holiday Inn Central, Ramada and Marriott, Dallas will soon be able to accommodate convention groups considered too large for the city in the past.

Conventions have been scheduled by the Chamber as far in advance as 1967, with many of these large national and state groups already expecting record attendance.

Chief among these are American National Cattlemen's Association in January, 1960, with an anticipated attendance of 2,500; U. S. Wholesale Grocers Association, March, 1960, 2,000; National Association of Retail Grocers, June, 1960, 5,000; Elks, July, 1960, 10,000; National Association of Real Estate Boards, November, 1960, 5,000; National Rural Electric Cooperatives Association, February, 1961, 8,000; Ameri-

can Gas Association, October, 1961, 4,500; Southern Medical Association, November, 1961, 5,500; International Association of Ice Cream Manufacturers, November, 1963, 5,000.

"increasing Chamber membership"

Only one source of funds is available for supporting the vital work of the Dallas Chamber of Commerce. That is the budget subscriptions of the member firms and individuals. Increasing this support is the sole function of the Membership Committee.

During 1959, for the seventh consecutive year, the Committee accomplished its annual goal. As of December 1, 2,036 new members had been sponsored in the Chamber during 1959, as compared with the Committee's self-imposed goal of 1,959.

As of December 1, there were 113 active members of the Committee. Of these, 99 had sponsored one or more memberships during 1959. To achieve this, it is estimated that the Committee made 18,750 personal and telephone contacts and reached approximately 6,250 Chamber member prospects. There are currently 5,600 prospect cards in the hands of Committeemen.

The backbone of the Chamber's membership work is the Life Members Club, composed of 33 of the 36 individuals awarded Life Memberships for sponsoring 100 or more members in a 12-month period. New Life Memberships awarded in 1959 included John J. Hoppers, sixth award; Jerome K. Crossman, fifth award; John C. Wantland, fourth award, and first-time awards to Charles J. Barrett, Jr., Cliff Bivens, Judge Joe B. Brown, Hugh Howard, Richard C. Ingram, Joe Pool and Bill Shaw.



"promotion of Dallas as a Market Center"

The interests of the Dallas market are three-fold. They include the promotion of the Dallas retail market, promotion of the manufacturing/distributing (or wholesale) market and the development of the world trade potential for both the retail and manufacturing/distributing interests of Dallas. Activities on all three fronts have been many and varied during 1959.

During 1959, 17 weeks of the calendar were filled in Dallas by major wholesale market shows. The year also saw development of even better mart facilities, with continuing promise for more future development and a corresponding increase in the size of the markets.

Publication of the *Key to Dallas* is a basic promotional activity for the Dallas market. This classified directory is mailed to some 12,000 potential buyers throughout the Southwest, in addition to all members of the Dallas Chamber. The 192-page 1959 edition classified the Chamber's 5,500 business firm members under 2,746 product and service headings. It contained over 300,000 separate items of information on member firms.

In addition to the normal activities of the Chamber in developing the Dallas retail market, a number of special events were sponsored during 1959. A White Book campaign has as its objective improving the standards of retail sales people. On a higher level, a Retail Management Workshop was spon-

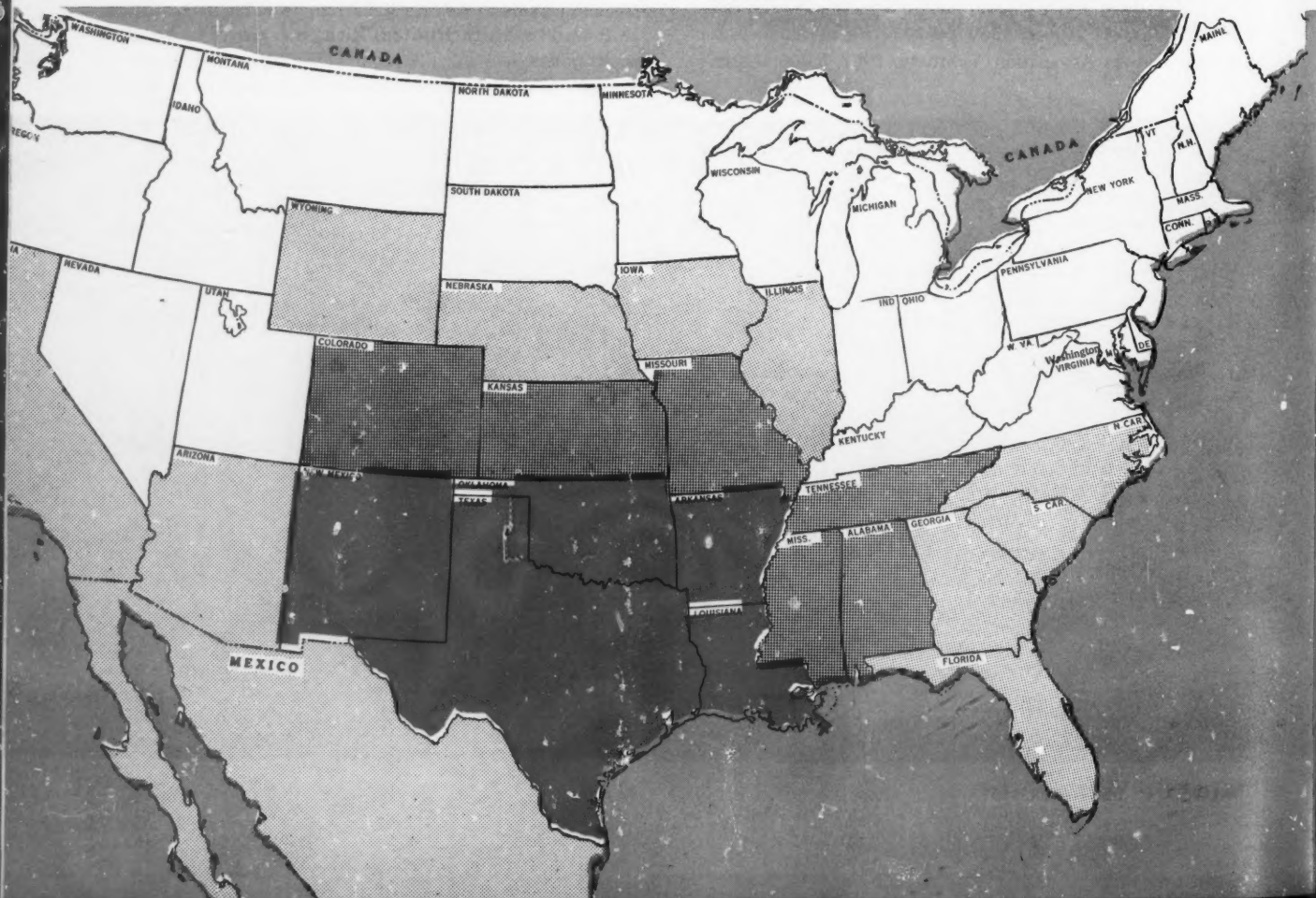
sored for the first time, with special programs being presented to retail management personnel. Both these activities were highly successful.

State Fair and Christmas-Cotton Bowl Festival street decorations provided another activity of the Chamber in its effort to make Dallas more attractive to out-of-town shoppers and visitors. A complete program was carried out in cooperation with the Cotton Bowl Council to help promote the Christmas-Cotton Bowl Festival, a major promotional activity of the Dallas market.

During 1959 the Chamber was called on a number of times to serve as a combination reception committee-sounding board in the foreign trade field. Two Japanese trade missions, a delegation of Hawaiian businessmen and many similar groups and individual dignitaries and businessmen were guests of the Chamber. An outstanding project in this field was the promotion of the International Trade Seminar of World Trade Week. Offering what some visitors called the finest program ever assembled on explaining the mechanics of international trade, the Chamber conceived and sponsored this outstanding Seminar.

A number of other activities, particularly those in the field of transportation, also contributed to the growth of the Dallas market.

THE MAP BELOW shows Dallas' primary, secondary and tertiary wholesale markets as reported by the Research and Central Records Department. Primary markets are shown in red; secondary in dark gray; and tertiary in lighter gray.



"study of proposed state and federal legislation"

The Washington office of the Dallas Chamber of Commerce experienced a productive year in 1959, its 19th year of operation. The Washington Representative performed a variety of services, such as reporting periodically on political and economic trends, seeking prompt handling by Government agencies of problems affecting Dallas' welfare, procuring copies of Committee reports and departmental documents of various kinds and generally keeping the Dallas business community informed of developments and prospects in Washington.

The views of the Dallas Chamber on legislative matters were made known to members of the Texas Delegation in Congress. It is interesting to note that in no instance did the Texas Delegation take a position contrary to that held by the Dallas Chamber on any pieces of legislation enacted during the year.

A major achievement, which entailed close liaison with the Census Bureau and other offices, was the designation of Collin, Denton and Ellis Counties as part of the Dallas Metropolitan Area. Other specific problems which required considerable time involved the Trinity River program and the Corps of Engineers, Dallas mail service and the Post Office Department, the Federal highway program and the Bureau of Public Roads and Dallas aviation problems and the Federal Aviation Agency and the Civil Aeronautics Board.

With the Texas Legislature in session in 1959, the Chamber also kept a close eye on Austin. Through the efforts of the Chamber, in cooperation with other organizations in Texas, a strong law against shoplifting was passed by the Legislature. Several members of the Chamber testified in Austin in behalf of this bill. The Chamber kept members regularly informed of developments in the Legislature. Information about new state tax laws was distributed to members when the law was passed, enabling members to comply with its regulations.

"committees; other activities"

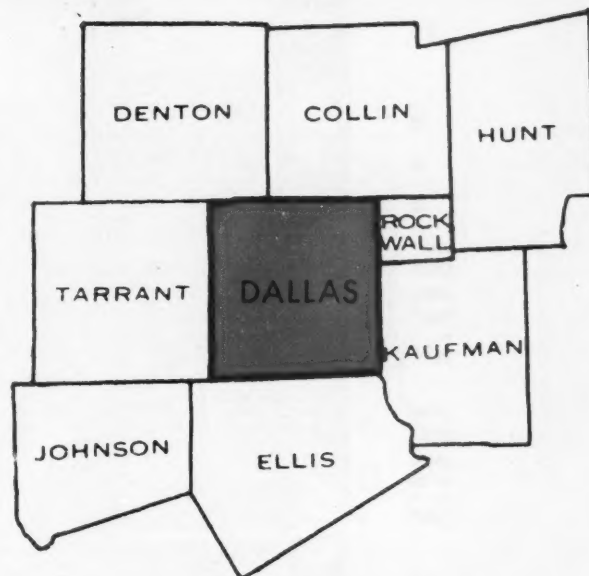
Without the work of its many committees, it would be impossible for the Dallas Chamber to function. Hundreds of Dallas businessmen contribute thousands of hours of their time to this vital work for Dallas. It is impossible to list in this report the activities of all these committees for 1959, for almost all have been very active. Some of their achievements include:

Athletic Relations Committee: Worked on survey for proposed major league baseball team in Dallas. Presented "Sportsman of Month" Awards. Sponsored Dallas Invitational Track Meet.

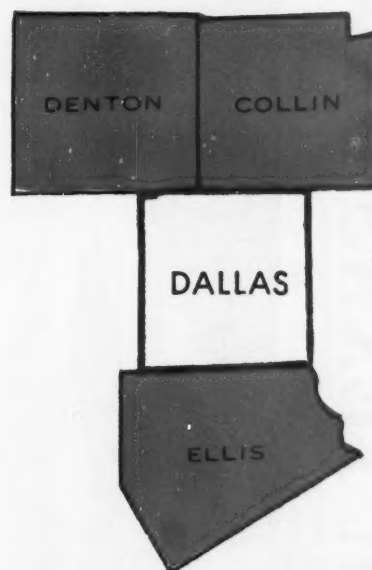
Life Members Club: Arranged for 100 billboards to advertise the Dallas Chamber to be displayed locally between November and April.

Education Committee: Worked with Texas Employment Commission toward gathering data for TEC "Dallas Metropolitan Area Skills Survey," now being made. This information will provide guidance toward the future vocational training needs of Dallas. Also worked with the U. S. Department of Labor to establish in Dallas a Training Materials Center at the Dallas Public Library.

Business & Economic Research Committee: Continued work for laying out and defining census tracts for all Dallas County. The U. S. Bureau of the Census has approved this proposal, and when the 1960 Population Census data is published, data



Dallas Urban District



Dallas Metropolitan Area

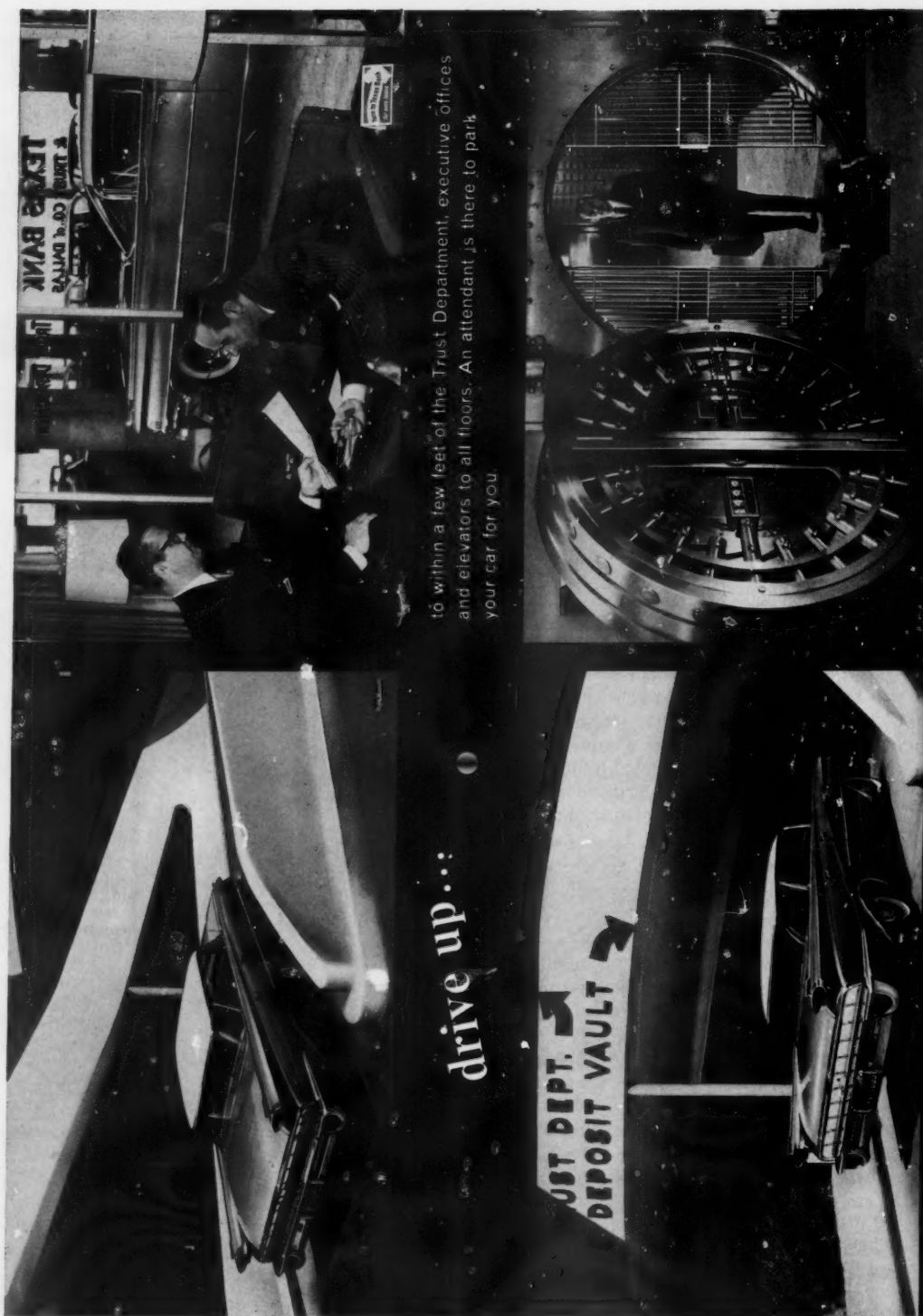
for all parts of the county outside the central city will be available by census tracts (smaller areas) for the first time.

Public Health Committee: Worked closely with local and state officials on important matters concerning the health of the community.

Agriculture Committee: Sponsored "Agribusiness Survey" for the Dallas Metropolitan Area, presenting an accurate picture of the complex inter-relationships between agriculture and other forms of business in the community. This was the first survey of its type ever made for a specific community and followed closely the Committee's survey for the entire state.

Many other active committees proved a vital force in the work of the Dallas Chamber for 1959. Among these were Military Affairs, Fire Prevention, Fine Arts, Petroleum Affairs, Postal Service, Slum Clearance and Trinity River Development.

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Membership Committee Goes "Over the Top"



AT THE ANNUAL Chamber of Commerce dinner two Life Memberships were awarded. Above left, Mr. and Mrs. Charles J. Barrett, Jr., receive his plaque from Chamber President L. T. Potter. J. Erik Jonsson congratulates Mr. Barrett. Receiving the Life Membership for his father, Judge Joe B. Brown, (right above) is Joe B. Brown, Jr.

The 1959 Chamber Membership Committee went "over the top" in November ending the month with a total of 2,036 memberships as compared to their quota of 1,959 self-imposed last January. "We are very proud to have made our goal of 1,959 in 1959 as of November 19," commented Chairman Marvin Davidson. "We still have the month of December and expect our total for the year to exceed 2,150. At this time we wish to thank the many Chamber members who were not members of the committee, but gave individual committeemen aid in sponsoring new members; and particularly for their words and acts of encouragement to our committee towards doing its job."

During November the highlight of the committee activities was the formal presentation of Chamber Life Membership to committeeman Joe Pool, the 34th individual in the history of the Chamber to receive this award. At the end of November, first place in the race for the three President Potter Trophies was still maintained by Section #2, Vice Chairman Bill Shaw with a tremendous total of 466 memberships; section #3, Vice Chairman Oliver Erickson continued to hold on to second place with 260 memberships; and in third place and "pushing hard" was section #7, Vice Chairman Jack Wantland with 242 memberships.

The Board of Directors of the Dallas Chamber of Commerce takes great

pleasure in saying thanks from the Chamber's entire membership to the following veteran members of the Dallas Chamber who have this month increased their investments in Greater Dallas by substantially increasing their annual Chamber of Commerce dues:

Airline Vans, 12840 N. Central Expressway, Harry Pullian, Wm. Jack Stewart, (Marvin Davidson)

Fred Bell Enterprises, Inc., 616 Forest Park, Fred Bell, (Jim Shipp)

Chief Freight Lines Company, 1620 Corsicana, H. B. Huffines, Arlen Richardson (Paul White)

Young Ages, 6125 Berkshire Lane, Mrs. Mary W. McLeod, (Asher Dreyfus, Jr.)



CHAMBER officers this month inspected one of the many posters (left) contributed by Middleton, Inc. Left to right are Paul P. Middleton, President of the company; W. C. Windsor, Jr., Vice President of the Chamber and L. T. Potter, Chamber President. Honored at a special luncheon this month was committeeman Joe Pool who was awarded a Life Membership by Jerome K. Crossman. Pictured at right are Mrs. Pool, Mr. Pool and Mr. Crossman.



HEAD TABLE GUESTS at a November meeting of the Lasso Club were: (L to R) Farren James, Texas Employment Commission; C. D. Troyer, Sears, Roebuck & Co.; Harvey Bradshaw, Texas Bitulithic; W. C. Driggs, Dallas Transit Co.; Chairman Marvin Davison; Ellis Olmstead, Olmstead Oil Co.; Henry Wade, Dallas District Attorney; Travis Evans, Sears, Roebuck & Co.; Karl A. Riggs, Geologist; and Jay Odom, Desert Rose China and Gift Shop.

Coca-Cola Company, Lemmon & Mockingbird, Lewis Campbell, (Dick Ingram and Gay Sullivan)

DeGolyer and MacNaughton, 5625 Daniels, Robert Gilmore, E. R. Scott, E. G. Frostel, (Carol Neaves)

Gulf Fish & Oyster Company, 911 N. Central Expressway, Nick Varcasia, (Senator George Parkhouse)

Linz Bros., Inc., 1608 Main St., Carl Flaxman, Alan Kahn, Joseph S. Linz, Guy Hirsch, (Asher Dreyfus, Jr.)

H. B. Mobley and Bert W. Speed, 1511 N. Buckner, H. B. Mobley, Bert W. Speed, (Pat Henry)

Reliance Life and Accident Ins. Co., 505 N. Ervay, Maurice Carlson, (Dawson Sterling)

Royal Crown Bottling Co. of Dallas, 2919 S. Haskell, R. J. Dunning, (Senator George Parkhouse)

Seven-Up Bottling Co. of Dallas, 2704 Live Oak, C. B. Kloppe, Sr., (Senator George Parkhouse)

Titche-Goettinger Co., Elm at J. St. Paul, Lee Starr, Claud W. Walker, P. J. Venturine, Joe Suwal, Howard H. Froman, (Howard Brown)

Tynes & Burch, 2633 S. Garland Ave., Garland, Texas, Jack W. Tynes, Riley W. Burch, (Henry R. Lyon)

New members are:

Wholesalers & Distributors

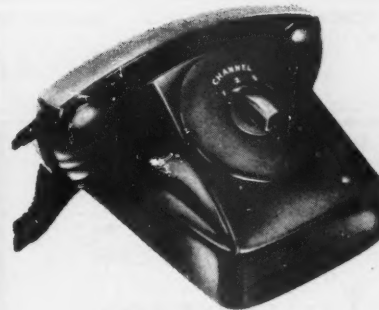
Atco Plumbing Supply Co., Inc., 2015 South Industrial Blvd.; Earle R. Sweatmon (Jack Gidcumb)

Savmotor Distributing Co., 7030 South Beckley; Guy Lewis (J. I. Jordan)

Western Gear Corp., Precision Prod. Corp., SW Div., 529 Exchange Park Bldg.; A. Gus Popp (Jack Gidcumb)

Claude M. Bond & Assoc., 2115 No. St. Paul; Mrs. Claude Bond (Bill Conklin)

Copease Corp. of Texas, 2206 Irving Blvd.; Lenton R. White (James C. Henderson and N. W. Ryan)



The telephone that calls you by name!

The new DuKane Flexiphone calls you by name... *your name!* You know the call's for *you*, whether you're at your own desk, in a conference, or anywhere in the plant or office. To reach an associate, you simply pick up your own phone and say, "Mr. Smith, please." No buttons, no dials, no tricks. Wherever Mr. Smith may be at the moment, he simply picks up the nearest Flexiphone, and you're in immediate two-way, *private* telephone contact! The DuKane Flexiphone is truly the newest, most versatile internal communication system today.

PRIVATE TELEPHONE: the Flexiphone provides instant communication for vital business information, to speed up orders, answer customer inquiries, expedite materials flow, all without tying up your outside lines.

PAGING: the Flexiphone is your tool for reaching key men when you need them, giving instructions, getting information fast.

BACKGROUND MUSIC: music from FM radio or records can be easily and inexpensively distributed to all or any group of stations in the Flexiphone system. Lifting the receiver of any phone cuts off the music at that location.

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Please send me information on the new DuKane Flexiphone.

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City and State _____



JODI JONES asks for audience participation at the Lasso Club luncheon. Left to right are Vice Chairman Cliff Bivens, Miss Jones, John Horton and Joe Tolbert.



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ASSOCIATE CHAIRMAN Jim Layne, left, welcomes new members: C. E. Loudon, Loudon Insurance Agency; Bill Hall, Specialty Engineering Corp.; Gorman Smith, Waddell & Reed Inc.; Luke Humphreys, Specialty Engineering Corp.; Roger Harlan, Realtor; and Joe Tolbert, WFAA News.

COMMITTEEMAN OF THE MONTH



HOWARD BROWN

Howard Brown, the Dallas Chamber of Commerce's Committeeman-of-the-Month, is another member of that ever-growing group of people who, though not native Texans, have found the Lone Star State and Dallas the place they want to call "home."

Howard, who was born in Nashua, New Hampshire, on Feb. 20, 1932, has proven by his enthusiastic support of civic enterprises that he is anxious to contribute to the continued growth of those factors that make Dallas so attractive to him and to others.

Howard is a merchandise manager for the Dallas Group of Sears, Roebuck and Co. retail stores, a position that in itself qualifies in every respect as a full-time undertaking. But he finds time to serve his Chamber of Commerce and his community as well. A member of the Lasso Club, he has demonstrated his sincere interest in the work of the Chamber by his fine record of new member sponsorship.

As coordinator of all of the Dallas units of Sears during the 1959-60 Community Chest fund drive, Brown did a superior job that saw all of these units qualify for and receive the Chest's flag for the contribution by employees of one day's pay. He also successfully headed the 1958 Red Cross membership campaign at the Ross Avenue Sears store which houses his and other Dallas Group offices.

Receiving his elementary and high school education in Nashua schools, Howard received an athletic scholarship to Dartmouth. He was at that school for one semester when the Korean conflict made it neces-

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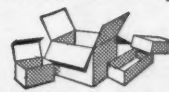
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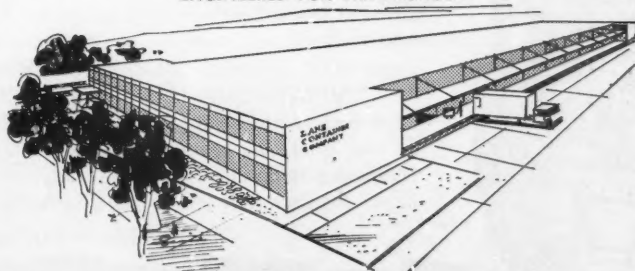
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sary for him to temporarily discontinue his education. He served with the Armed Forces in Korea, Japan and, back state-side, in Texas for four years. He was separated from the service at Carswell Air Force Base.

"I'd learned a great deal about Texas and the way Texans do things in the preceding months," says Howard. "I liked the things I'd learned, and after a brief trip to New Hampshire, I returned to Dallas and enrolled at Southern Methodist University, majoring in English and Psychology."

While at S.M.U. Howard became affiliated with Sears and began in that company's training program in 1954. In 1957 he received his B.A. degree and immediately became a full-time employe of Sears as manager of its special order department at the Ross Avenue store. This was followed by an assignment as manager of a merchandise division, and in February of 1959 he was named to his present post with the company.

Howard and his wife, Barbara, who is a native Texan and a North Texas State graduate, attend the Skillman Avenue Church of Christ. They were married on November 2, 1957.

"Folks usually register a double-take when I answer their questions about my family," Howard says with a grin. "You see, we have three children, all born in less than a year — two boys, Kevin and Kenneth, and a daughter, Kimberly."

He explains, then, that the boys are 14-month-old twins, and Kimberly is just two months old.

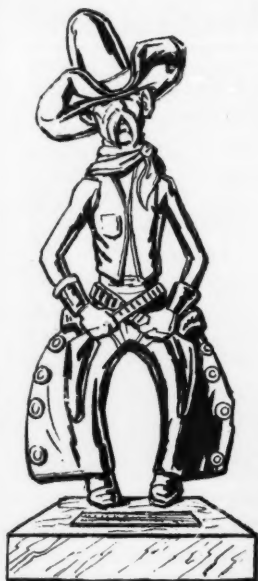
The Browns live at 514 Rorary in Richardson.

During November he sponsored 24 memberships.

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CHAMBER NEWS



SHOAF

John H. Shoaf Heads Word Trade Department

John H. Shoaf has been named manager of the World Trade Department of the Dallas Chamber of Commerce.

As manager of the Chamber's World Trade Department, Mr. Shoaf's responsibility will be to handle the staff work for the promotion of the Dallas market's world trade interests, involving both import and export trade. He will serve as secretary of the Chamber's World Trade Committee, which has been active in development of Dallas' business ties with other countries in recent years.

"The Dallas market's interests are three-fold," J. Ben Critz, vice-president and general manager of the Dallas Chamber said. "They include the promotion of the Dallas retail market, promotion of the manufacturing/distributing or wholesale market, and development of the world trade potential for both the retail and manufacturing/distributing interests of Dallas."

Mr. Shoaf comes to the Chamber from Mexico City, where he was sales manager for Mexico and Cuba for Max Factor. For the past 10 years he has served as sales manager for various corporations in the Far East, Mexico, Cuba and the United States.

A native of Corpus Christi, he is a graduate of Washington & Lee University at Lexington, Va. He was an officer in the United States Army during World War II and has been active in the Army Reserve.

Mr. Shoaf is married and has two sons. He and his family reside at 13640 Janwood.

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NEWS SPOTLIGHT

Brook Hollow Plant Marks Anniversary

Brook Hollow Industrial District passed an important milestone in its short history last month when its first manufacturing plant, Southwest Globe Ticket Company, marked its fifth anniversary.

When Southwest Globe opened five years ago, it had a payroll of 28. Today that number has risen to 41, with branch offices in St. Louis and in Houston.

When the company began operations in Brook Hollow, there was only one other firm there, the Magnolia Seed Company. Today Brook Hollow boasts of some 200 of America's best known companies, both large and small.

General manager of the Dallas Plant is James M. Goodwin.



YOUNG

Young Appointed Consul of Bolivia.

The President of the Republic of Bolivia, Hernan Siles Zuazo, has appointed Harold M. Young Honorary Consul of Bolivia in Dallas. Recognition of this appointment has just been received from the President of the United States, Dwight D. Eisenhower.

From 1944 to 1956, Mr. Young served in the Consulate of Brazil in Dallas, and prior to that was manager of the Dallas office of the United States Department of Commerce for several years. He taught Latin American Economics at both Dallas College and Southern Methodist University, and is immediate past president of the Dallas Export-Import Club.

Mr. Young is a graduate of the School of Government and Commerce of George Washington University in Washington, D. C. He has served as secretary and counsellor of the Consular Corps of Dallas since 1937.

News Spotlight



STEWART

Stewart to Head Red Cross Campaign. Robert H. Stewart III, senior vice-president of the First National Bank, has been named chairman of the 1960 Red Cross Membership and Fund Campaign in Dallas County.

Mr. Stewart is a member of the Dallas County Red Cross board of directors and formerly served as chapter treasurer. A graduate of Southern Methodist University with a BBA in banking, he joined the Empire State Bank in 1949 and First National Bank in 1951. He is a former member of the Dallas City Plan Commission, 1955 Linz Award Committee, and chairman of the 1956 and 1958 Psychiatric Foundation Fund.

★

Tatum Elected Head of Church Council. C. A. Tatum, president and general manager of the Dallas Power & Light Company and leader in church affairs, has been named president of the Dallas Council of Churches.

Other officers for 1960 include Fred O. Detweiler and Mrs. Charles P. Storey, vice-presidents; Michaux Nash re-elected as secretary, and Mrs. L. M. Blum, treasurer. The nominating committee chairman was Dr. Dean Harrison.



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YOUNG MEN GOING PLACES

Ray Wallace

by Jim Stephenson

Thirty-six-year-old Ray Wallace has gone and is going places in the industrial world for five good reasons.

The five reasons are a good-looking blonde with a sense of humor (his wife Virginia); Pat, 10; Mike, 8; Tim, 6; and Shelly, 2.

As mother of four lively young 'uns with disturbingly Irish names, is Virginia a "young mother going places?"

Merry laughter was the response to this question, and clearly told the story of a happy household.

Ray met the former Virginia Bishop of Portland, Oregon, while serving as an engineer in Core Laboratories, in Bakersfield, California. They were married in 1945.

Ray was not long out of Louisiana Tech at the time. A native of Shreveport, he had taken a BS Degree in Civil Engineering in 1944, and had served for a time as an engineer with the Austin Bridge Company before joining Core Laboratories.

But Dallas, a lady with a certain charm, beckoned again in 1946, and Ray returned to join the Trinity Steel Company as an engineer.

"Trinity was not a large company at the time," Ray recalled, "but it looked like a company with a future." (Indeed it was!) Ray pitched in to help it achieve its industrial destiny.

His first job with Trinity?

"You might say I did just about anything that needed doing at first," he recalled last week.

At any rate, his associates must have been impressed, because in the late '40's, when the company was incorporated as Trinity Steel Company, Inc., Ray was permitted to buy an interest in the place, and later he became assistant manager, then manager.

About a year ago, young Mr. Wallace was elected president of the company which, from a small beginning, has grown into a \$5,000,000-a-year-plus operation.

Trinity Steel Company formerly was the Automatic Gas Equipment Company, founded by C. J. Bender. Mr. Bender now is Trinity's chairman of the board.

At first the company's function was to buy partially completed equipment, finish it, then resell it.

Now the firm produces LP gas tanks for homes and for dealer storage; tanks for LP gas delivery trucks; transportation equipment for hauling bulk dry commodities, stainless steel transport equipment for chemicals; reactors and refractionating towers and numerous pressure vessels for the oil and chemical industries, and many other items of steel.

Production capacity at the 12-acre location at 4001 Irving Boulevard is being increased, and only this year, a 2½-acre location was added in Francisville, Ind.

The company now employs some 150 to 200 persons in all.

A handsome, 185-pound 6-footer with keen blue eyes, Ray even at the young age of 36 looks every inch the executive, thanks in part to graying temples.

"Steel shortages in very recent weeks have helped this along," he admitted with a grin.

So far, Mr. Wallace has not as much time for civic doings as he'd prefer, but he has helped on occasion with YMCA projects, and he is proud of the fact that Virginia is Den Mother of Den No. 9, Cub Pack 574, and a board member of the Walnut Hill Elementary School's Parent-Teacher Association.

Ray belongs to the Dallas Athletic Club and to the Industrialists' Club.

Young Mike, the accordionist of the family, is a "Wolf" in Den No. 9; Pat is active in Gra-Y in the Town North Branch of the YMCA; Tim is getting the feel of school via kindergarten, and Shelly, being only two years old and little sister, is, naturally, something sort of special.

The happy Wallace family lives at 9739 Rockbrook Drive, likes "going places" with the head of the house, and is proud of his early success in the busy industrial world of which Dallas is such an important part.

Reasons enough for a young executive to get in there and pitch!



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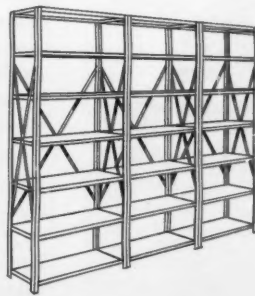
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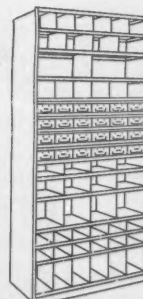
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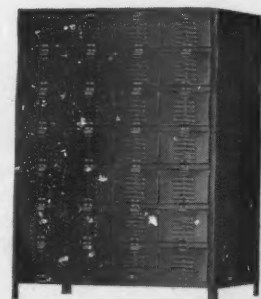
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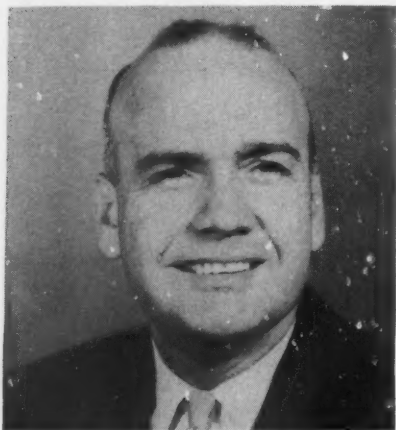


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MEDICINE



MAYS

Mays Heads Hospital Council. William V. "Bill" Mays, Associate Administrator of Methodist Hospital of Dallas, has been elected president of the Dallas Hospital Council, an organization composed of 19 member hospitals.

Mr. Mays, who received his Masters Degree in Hospital Administration from Northwestern University, is a member of the American College of Hospital Administrators.

Other officers who will serve with Mr. Mays are: Dr. W. H. Buckholts, Administrator of Veterans Administration Hospital, vice president; and Steve Landregan, Administrative Assistant in Charge of Public Relations, St. Paul Hospital.

★

St. Paul Hospital Construction Begins

Construction is now underway on the new \$13,000,000 St. Paul Hospital in Southwestern Medical Center. Completion of the 532-bed general hospital is planned for early 1962.

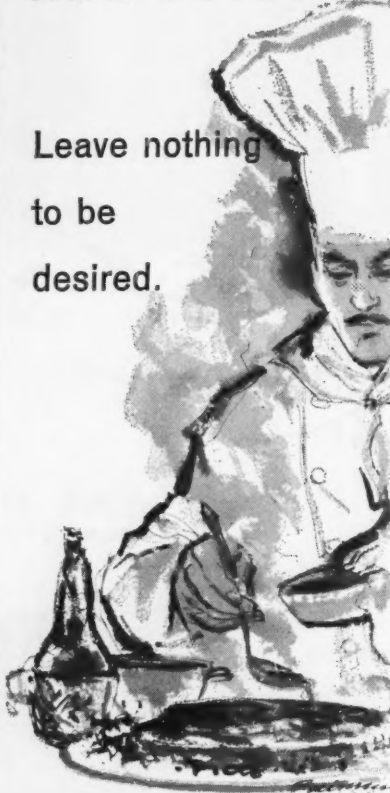
Among the unusual features to be incorporated in the new hospital will be underground parking and emergency room facilities. A two story 26-bed intensive care unit will make use of a new concept in hospital architecture which groups the patient rooms in a circle around the nurses station.

The present St. Paul facilities will be remodeled completely into a long term hospital for the chronically ill, convalescents and geriatric patients. The remodeled hospital, to be known as St. Paul Annex, will accommodate 486 patients.

With a combined total of 1,016 beds, St. Paul will be one of the largest Catholic hospitals in the nation.

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The Lusty Texans of Dallas

New Enlarged Edition

By John William Rogers

The enlarged edition of "The Lusty Texans of Dallas" includes an entirely new chapter which carries the story of the dynamic city of Dallas through the 1950's. Many important and interesting changes have taken place in Dallas during these years and the new material which Mr. Rogers has included in this edition brings this comprehensive and authoritative volume fully up to date.

A part of the Society of American Series published by E. P. Dutton & Co., "The Lusty Texans of Dallas" is no dull historical document. It traces the personalities and history of Dallas from the days of John Neely Bryan to the present and points up the *why* of Dallas' phenomenal growth from a rough frontier village to one of the major metropolitan centers of the nation in the space of a century.

A MUST for every business library, "The Lusty Texans of Dallas" provides more background for those who would thoroughly understand old and new Dallas than any other written document. The added chapter on the Fifties in the new enlarged edition of the book brings it completely up to the present.

John William Rogers, author of "The Lusty Texans of Dallas," is a native of the city about which he writes. He was for many years associated with the Dallas Times Herald as critic, editor and columnist, but took time out from his activities as a Dallas journalist to serve as book editor of Marshall Field's Chicago Sun. A graduate of Dartmouth College, early in his career he was associated with a number of publishing houses in New York and helped launch the Literary Guild of America when it was founded. Besides his activities as a newspaperman, he has written a number of short plays which have been widely produced.

Mr. Rogers' Dallas background and his intimate knowledge of its people and personalities is perhaps best displayed in the added chapter of "The Lusty Texans of Dallas." He knows at first hand most of the people and situations portrayed. His extensive research, which shows up in the earlier chapters of the book, has made it possible for him to evaluate people and situations on a sound historical basis. Perhaps, better than any other author,

Books for Business Men

John William Rogers has put on paper the historical reasons for the Dallas of today. He has not applied the white-wash brush to cover up the seamy side of Dallas nor its shortcomings in any era but the spirit of his writing has brought out the romance and glamor of Dallas from the days of Belle Starr and frontier dance hall girls and gamblers to Candy Barr. What has actually happened is that research on Dallas past and present has made a prime civic booster out of a fine literary personality. That Mr. Rogers is himself conscious of this is illustrated by a passage in the added chapter which reads: "If this account begins to sound like a broadside issued from the Chamber of Commerce, it is only because any report of what has happened in Dallas during the Fifties must point out this sudden and fantastic growth as a background to the life of the city."

In the added chapter on the Fifties, Mr. Rogers details such recent events in Dallas as the final hassle over the building of the new Love Field Terminal, the building of Exchange Park and Southland Center, the expansion of Dallas industrial districts, the story of Trinity improvement and water supply, Dallas politics and race relations and Dallas and crime.

But the main theme of this chapter centers on modern Dallas personalities such as: Leo Corrigan, Algur H. Meadows, Fred F. Florence, Neal Mallon, Arthur Kramer Jr., Charles Meeker Jr., Lawrence V. Kelly, Margo Jones and many others. It brings the reader up to date on everything in Dallas from the Citizens Council to the new Dallas Theatre Center and the Museum of Contemporary Arts. The Society of American Series includes: "The Spectacular San Franciscans," "The Proper Bostonians," "The Romantic New Orleanians" and "The Lusty Texans of Dallas." It is safe to say that in perhaps no other city in the nation is there to be found such a fine handbook of community history and growth, so factual and readable.

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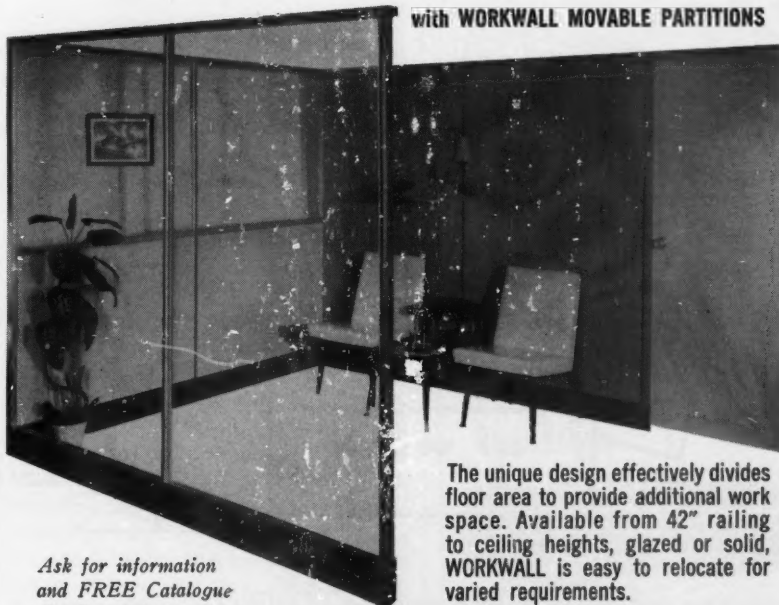
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TOP FLIGHT

Visitors



ROBERT F. KENNEDY

The need for moral reawakening

Speaking to students at Southern Methodist University, former Senate Rackets Committee investigator Robert F. Kennedy said America's "destiny is disaster" unless the country has a sudden moral reawakening.

Predicting the complete ouster and downfall of Jimmy Hoffa, and verbally spanking some 50 companies involved in corrupt acts with unions, Kennedy cited these as only a small segment of the "anything-for-a-dollar" attitude prevalent today in most segments of U. S. society.

"Togetherness" among the various Protestant denominations was encouraged by Dr. Albert P. Shirkey, wellknown pastor of Washington's Mount Vernon Place Methodist Church, at a luncheon given by Mayor R. L. Thornton Sr. recently.

Saying that religion is the most vital force of a great city, Dr. Shirkey reminded guests that "united religious efforts will make Dallas a better city."



MARIA CALLAS

"It hurts to leave..."

Maria Callas stood by her Dallas audiences in returning for her "Medea" performances November 19 and 21.

"We must always remember, she said,

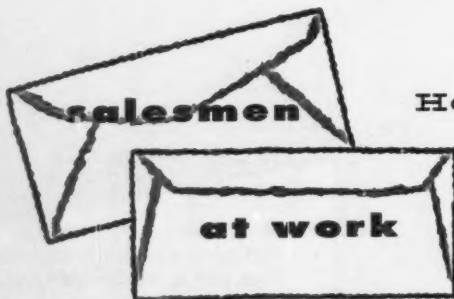
that beautiful opera is being made here. Believe me when I say that giving life to a season and building up strong colleagues for this Dallas public is so wonderful you can only want to do your best and give them the best you have."



PAUL KLETZKI

Renowned symphony builder

Back in Dallas for his second season as Musical Director of the Dallas Symphony Orchestra, Paul Kletzki flashed a wide smile on symphony devotees who consider him Dallas' hope for a stronger and better Dallas orchestra. Now in his second year of a three-year contract, Kletzki hopped to Switzerland for the holidays... expects to be back January 18.



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HOWELL H. WATSON of Dallas, center, 1959 president of the Society of Industrial Realtors, presided at the Industrialist of the Year Award during the 1959 convention of the society at Toronto, Canada. The award was made by N. R. Crump, right, president of the Canadian Pacific Railroad to Robert Wood Johnson, left, president of Johnson & Johnson, with 67 plants scattered over the world including one in Dallas.



CRIST

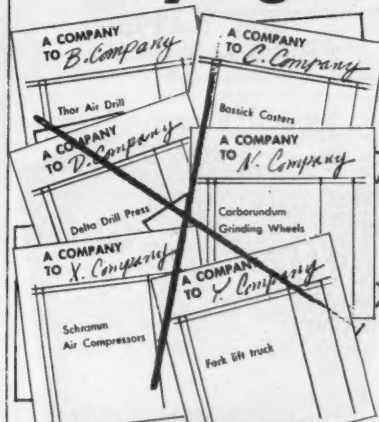
Crist Elected President of Construction Employers. Tom C. Crist, president of T. C. Crist, Inc., General Contractors, has been named head of the Dallas County Construction Employers' Association, Inc. for 1960.

An official of one of Dallas' leading contracting firms for 20 years, Mr. Crist organized his own company in 1958.

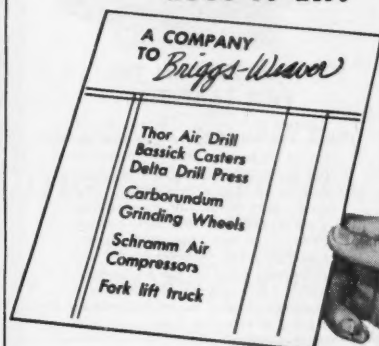
Serving with Mr. Crist will be W. B. Handley, Jr., Blue Diamond Company, vice-president; Rod D. Gambrell, Jr., Gambrell & Company, secretary-treasurer; W. R. Benson, Robert E. McKee Company; R. J. DeWees, Jr., R. J. DeWees & Sons, Inc.; J. W. Burgen, Burden Bros., Inc.; W. B. Slayden, masonry contractor; and Jack C. Dolph, Dolph Roofing Company, Inc., directors.

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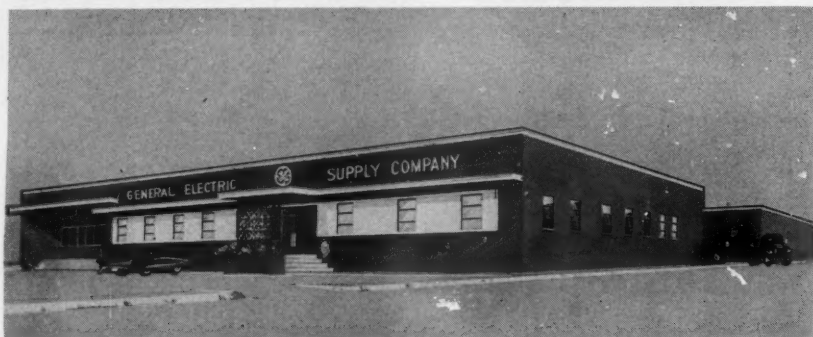
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STERLING B. BOTTOME
 Managing Director

St. Petersburg, Florida

NEW AND EXPANDING BUSINESS



General Electric Supply to Occupy New Headquarters

After thirty years of doing business at 1801 North Lamar Street, the General Electric Supply Company will move to this district headquarters and warehouse at 1910 South Good-Latimer Expressway about January 1. Built by Wimberley and Dennard Properties, it will provide 45,000 square feet of floor space. James A. Wimberley and Clifton Dennard of Dallas will own the building and lease to General Electric Supply on a long-term basis.

► Gas Appliance Center, designed to provide manufacturers of gas equipment with a permanent centralized location for year-round display purposes, will open January 2, 1960, in the new Trade Mart building located near downtown Dallas. Gas Industry Exhibitors, Inc. will finance and manage the project; leasing arrangements for more than 20,000 square feet have been finalized, and a number of manufacturers already have taken space in the Gas Appliance Center.

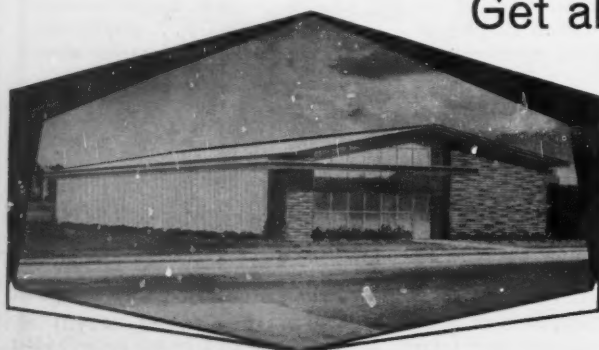
★

► Wyborny Sales Company has started operation under Ken Wyborny who has been active in the electronics field in the Southwest for the last ten years. Mr. Wyborny will serve the electronics parts distributor, commercial sound specialists and dealers, hi-fidelity dealers and amateur communication specialists. The address of the company is 408 Merchandise Mart.

► Temco Electronics, a division of Temco Aircraft Corporation, will construct a new radiation systems laboratory on the company's 500-acre tract at Garland. The new building will contain 20,000 square feet of floor space and house approximately \$750,000 worth of equipment. Similar in appearance to the general office building and Temco's engineering center, it is designed to be one of the most modern laboratories of its type in the industry. Requests for bids have been released and construction is to be completed early in March of 1960. A. R. Teasdale, Jr. is manager of Temco Electronics.

★

► Southern Provident Life Insurance Company of Dallas has established the executive offices of its Savings and Loan Department in Suite 311 of the new Dallas Federal Savings Building at Elm and Akard.



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New and Expanding Business

Republic Odin Buys Texlite. Republic Odin Corporation of Los Angeles, California, has purchased Texlite, Inc., 3305 Manor Way, Dallas, and will start a major manufacturing industry here early in January. Texlite has been known nationally in the sign manufacturing field for many years and was established in 1879.

Republic Odin Corporation was founded in 1897. When production in Dallas is commenced through its subsidiary, Republic Appliance Corporation, the firm will be the largest producer of gas and electric hot water heaters in the nation. Other plants are located in Los Angeles, Portland, Oregon, Chicago, and in Erie, Pennsylvania.

Machinery currently is being installed in the 160,000-square-foot Dallas plant. Heaters will be made from raw material to the finished product ready to install in the home.

Texlite will continue to operate from the same plant and will serve buyers of signs in quantity as they have in the past.

★

► El Chico Restaurants, about January 1, will move its general and executive offices to a 7,000-square-foot building which also will provide warehouse space for El Chico Foods, Inc. The new location is at 176 Howell. The present general office location at 171 Howell will be used as the commissary for El Chico Restaurants in Dallas, Fort Worth, Longview and Shreveport. Offices of El Chico Foods will remain at 162 Leslie. Bob Lynn of Campbell & Campbell, Realtors, handled lease negotiations on the new office and warehouse space.



ROBISON

MONEY Opens New Headquarters.

Mutual of New York, in an extensive, nationwide realignment of its sales staff and network, has established a new Southwestern sales region with Dallas as its headquarters. The new region, made up of states previously in the insurance firm's Western, Southern and Central regions, will embrace nine states: Texas, Louisiana, New Mexico, Colorado, Missouri, Kansas, Nebraska, Oklahoma and Arkansas.

Clayne Robison, currently the company's Southern-region superintendent of agencies in Atlanta, will head the new region as a regional vice-president. Mr. Robison, who has been with Mutual of New York since 1931, is a graduate of the University of Idaho. He was manager of the firm's Boise agency from 1950 to 1958, when he was promoted to the home office. He has held his present post as regional superintendent nearly a year.

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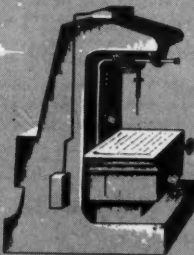
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WORLD TRADE NEWS

Why Fear Imports?

by JOHN H. SHOAF
Manager, World Trade Department

Texas, of all the fifty states, is the largest exporter of goods to Japan, and as the day follows the night so is Texas a large importer of Japanese goods. This two way international traffic is not limited to Japan, for Texas exports her goods and services to a half a hundred countries around the world and from over half of the free nations of the world come imports to Texas.

Why fear imports, when more than one-half of U. S. imports are needed raw materials and crude foodstuffs, ranging from uncut diamonds to peppercorns. Other imported items are not necessarily competitive as they are luxury goods or specialties of the country of origin. True, a small number of imports may compete with American products, but this simply gives the ultimate consumer a chance to shop around and enjoy a greater variety.

Why fear imports, when the money saved through the purchase of an imported item is spent in the next breath, on an American made product. Countries that sell Texas their products, in turn buy Texas goods produced by Texans — so that on this two-way international highway of trade business, labor and the consumer all benefit, directly and indirectly.

The Dallas Marts, individually and collectively, are proving the benefits to be derived from liberal trade policies. Dallas imports and Dallas exports, and today it is possible for a buyer of the Southwest to make a trip around the world in 80 minutes in the Dallas Trade Mart and Merchandise Mart, and select from a collection of imports from over 25 countries of the Free World.

Why fear imports, when U. S. total exports, largely finished products made by well-paid American labor, are always greater than our total imports. Why fear

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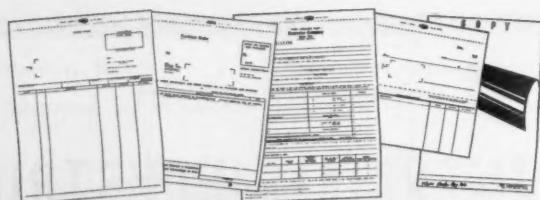
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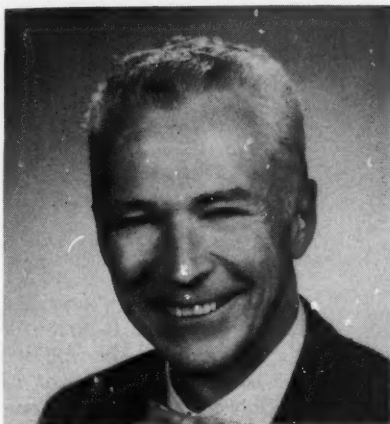
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imports, when they only represent three per cent of our gross national product.

Why fear imports, when in Greater Dallas imported merchandise from the four corners of the world is as near as your favorite department store or super market, with a fair price clearly marked and equally guaranteed.

Why fear imports, when nearly every home in Greater Dallas has one or more imported items, either purchased during that vacation abroad or from one of our local stores. Imported merchandise is today generally taken for granted in Texas —because Texas is a great exporter to the Free World.



COLLINS

Dallas Man to Go On Trade Mission.

Carr P. Collins, Jr., Vice President of Fidelity Union Life Insurance Company of Dallas is one of eighteen United States businessmen, representing every section of the United States, presently receiving briefing in the Bureau of Foreign Commerce preparatory to their departure as members of four United States Trade Missions, the United States Department of Commerce announced on Thursday, December 10.

These missions will visit India, Pakistan, the United Arab Republic and West Africa — Liberia, Ghana, Guinea and Sierra Leone. Mr. Collins will be on the Trade Mission going to Pakistan.

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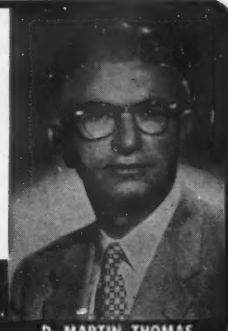


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Women in BUSINESS

By Rudy Rochelle

What does a gold-plated, rhinestone encrusted back scratcher have in common with \$7,000,000?

Oddly enough, both must pass through the small agile hands of Miss Charlotte Blythe Jones before reaching a final destination.

Miss Jones, who says she would rather be called Charlotte but signs her checks Blythe "because its more distinctive," is secretary and assistant treasurer of National Bankers Life Insurance Company.

Her chief duty is to be strawboss over all of Nablico's financial dealings.

"I handle the issuance and transfer of stock and the purchase and sale of securities," the brown-eyed brunette explained from behind her formidable desk in an oak-paneled office on the eighteenth floor of the National Bankers Life Building.

"If the finance committee decides to buy securities, I see that they are paid for and safely stored in a bank vault."

Also, all checks issued by Nablico, including claims, salaries, bills and agency payments, eventually wind up on her desk.

Within the last 12 months all these monetary manipulations have totalled more than \$7,000,000.

As for the ornate back scratchers, Charlotte chose them as gifts for some of Nablico's prominent customers and for the wives of insurance executives.

"I picked the back scratchers because I thought they would make an unusual gift," Charlotte added.

Besides serving as the company's gift buyer, she also plans such events as Christmas parties and directors' meetings.

After observing the erect decisive manner in which she moves about her office and answers questions, it is difficult to visualize her in any other role than a business executive. But Charlotte vacil-

lated between many jobs before settling with Nablico.

Born in Booneville, Ark., her voice still retains some of the inflections of her native Ozarks.

"When I was 17 we moved to Dallas where I attended Sunset High School," Charlotte explained.

World War II was in full swing by then and Charlotte took a job at the North American plant in Grand Prairie.

"My hands were small enough to fit into the openings in the fighter plane wings so I was given the job of reaching inside the wings and connecting hydraulic lines. Later I worked at a plant in Fort Worth, crawling in the bomber bellies to inspect rivets and other parts of the bodies."

In 1945 she tired of this work and joined the Women's Marine Corps. But the war ended while Charlotte was at boot camp in South Carolina.

"The Marine Corps transferred me to Washington, D. C., and I worked for a year at an uninteresting clerical job in the Naval Annex before I was discharged."

Charlotte remained in the Marine Reserves for three years after returning to Dallas, serving as a drill instructor a few hours a month at the Dallas Naval Air Station.

During this time she drifted into many jobs, including a stint at etching designs on glassware and as an office worker in a heat treating plant.



Charlotte Jones

"In 1949 a friend of mine who worked for Nablico persuaded me to apply for an assistant bookkeeping job with the company. I talked to the president of the company — Nablico had only eight employees then — and told him I couldn't take shorthand and that I was learning bookkeeping at a secretarial school.

"But he said I could get the experience I needed on the job, and sure enough I did."

By 1955 she had climbed to assistant secretary of the company and was promoted to secretary and assistant treasurer last year.

Although Charlotte says her work is very demanding of her time, she is a member of the Dallas County Big Sisters Inc., an organization which helps less fortunate young girls.

For recreation she likes to go fishing — "but have never caught any worth talking about" — and has recently taken up archery.

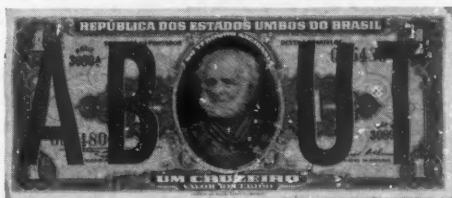
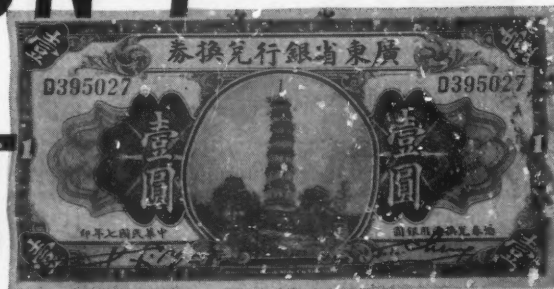
"I don't know what prompted me to buy a bow and arrow and start shooting at a bale of hay in my back yard, but it's relaxing and helps keep my mind free of worries for awhile."

Concerning future career aspirations, Charlotte says she will be satisfied to do a better job as assistant treasurer and secretary for National Bankers Life.

But regardless of what endeavor she decides to channel her abundant energy into, it's a good bet she will succeed.

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Colorful Cotton Bowl

(Continued from Page 14)

scheduled for December 28, 29 and 30
with the first toss of the ball to be at 5 p.m.
on the 28th.

Top young tennis stars from several
states will compete in the Cotton Bowl
Junior Indoor Tennis Championships.
The first match will be at 8:30 on Mon-
day, Dec. 28 continuing through Decem-
ber 30. This tourney is sanctioned by the
U. S. Lawn Tennis Association and the
Texas Tennis Association to determine
the Texas Tennis Association champions.

For bowling fans the 7th Annual Cot-
ton Bowl Bowling Tournament will be
held at the Hap Morse Bowling Alleys
on Dec. 12, 13, 19, 20, 26, 27, 31 and
Jan. 1, 2, and 3.

The Texas Sports Hall of Fame will
hold their annual induction of Texas ath-
letic greats at a luncheon on Dec. 31. To
be honored this year are Doak Walker,
SMU's great All-American; Paul Rich-
ards, Texas' contribution to professional
baseball circles; and D. X. Bible, long
time Texas University football coach.

An event scheduled strictly for the
ladies will be the Cotton Bowl Style Show,
sponsored by Neiman-Marcus. The show
will be in the Empire Room of the Statler
Hilton at 12 noon on December 31.

Weather permitting, the million dollar
Midway at State Fair park will be open
from 1 to 6 p.m. daily from December
26 through December 30.

All of the museums, the Hall of State
and the Aquarium will be open at their
regular hours during Cotton Bowl Festi-
val Week and will be open on New Year's
day from 10 a.m. until 6 p.m.

Regardless of the type of entertainment
anyone may be looking for, Dallas will
be well prepared to serve the main course
with many tasty side dishes as well.

★

Mighty Gridiron Titans

(Continued from Page 19)

years, and his record there stands at 65
games won, 34 lost and two ties.

The Texas team has its stars, too. There
is the Longhorn's top All-American
choice, the linebacking terror Maurice
Doke, 6-1 and 200 pounds, a guard who
calls the defensive signals for the Steers.
The Longhorns have plenty of all-the-way
scoring potential in the backfield. Half-
back Rene Ramirez had scoring runs of
42 and 22 yards this season. Fullback
Mike Dowdle had a 40-yarder and quar-
terback James Saxton ran 23 yards for
a score. Most sensational Texas long dis-
tance threat, however, is the flashy sopho-
more Jack Collins, who ran 86 yards
against Maryland, 44 against California

and scored on a 61-yard pass play against Oklahoma. Collins and Ramirez both boast respectable yards-gained averages. Collins carried the ball 89 times for an average of 5.1 yards gained for the season and Ramirez carried 62 times for a 5.7 average.

Texas this year is gifted with three exceptionally fine quarterbacks, the consistent veteran Bobby Lackey, and the sophomores Mike Cotten and Saxton. Lackey has been the Steers' mainstay, but Cotten is an unusually dependable quarterback, and Saxton, who weighs in at only 160 pounds, is about the most exciting player to wear the Orange and White in many a year.

The fullbacks have played a big role in Texas' emergence as the class of the Southwest this year, too. Dowdle, a 215-pound blaster, has been the Longhorns' leading ground-gainer for the past two seasons. Don Allen, Steer co-captain, along with End Monte Lee, is one of the hardest hitters in UT annals, and Clair Branch and George Blanch help to make the Texas fullback ranks one of the best fortified of any position.

Up front, it's Co-Captain Monte Lee and Larry Cooper at ends, Larry Stephens at tackle and Babe Dreymala at guard who have helped clear the way for the

Steer ball-carriers, along with a flock of other big fast linemen who have also made it tough defensively for Longhorn opponents this season. Stephens, largest of the Longhorns at 6-4 and 235 pounds, is a converted end who has provided more key blocks and tackles and fumble recoveries than perhaps any other wearer of the Orange.

The Texas offense incorporates the currently popular wing-T with flankers and slot men, along with other T-formation series such as the Split-T and belly play. Although not regarded as a passing team particularly, the Longhorns have had notable success with the running pass by the halfbacks, along with wide sweeps and reverses with such fancy steppers as Ramirez and Collins carrying the ball.

Head coach of the Longhorns is 35-year-old Darrel Royal, who in the short span of a decade advanced from an All-American quarterback at Oklahoma to a ranking among the nation's most capable young coaches. This is his third season at Texas, during which time his teams have posted a record of 22 games won, eight lost and one tie. His collegiate coaching record as head coach at Mississippi State, Washington and Texas is 39 won, 21 lost and one tie.



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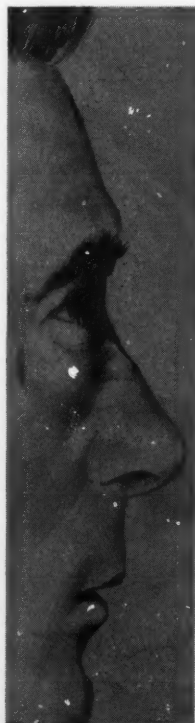
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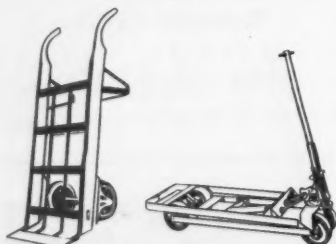
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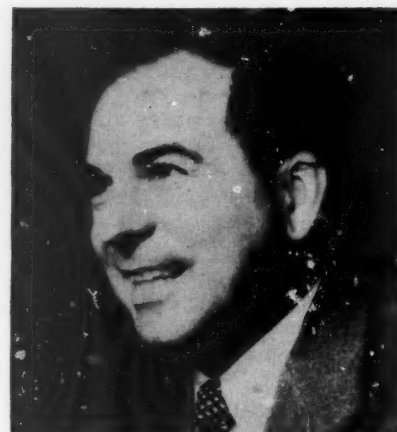


BEN LEE BOYNTON of Dallas has been appointed vice-president and manager of the Southwestern department of the America Fore Companies. A native of Waco, Mr. Boynton has been in Dallas since 1928 and has been associated with the Loyalty Group Companies since 1932. He also will continue as vice-president and manager of the Southwestern department of the Loyalty Companies, now consolidated with the America Fore Group.

*

WILLIAM A. CUSTARD has been advanced to vice-president of the Empire State Bank of Dallas in the commercial loan department. Mr. Custard, a Southern Methodist University graduate with a BBA degree in economics, has been with the bank since February, 1957. He was named assistant vice-president in January, 1959.

CLAUDE L. HORN has been named Southwestern district sales manager of Service Leasing Corporation, which handles the leasing of fleets of automobiles and trucks. Mr. Horn formerly was a district manager of Universal C.I.T. Credit Corporation. He will make his headquarters in Dallas.



JACK HARDING, business and marketing consultant, has joined Southwestern Drug Corporation as manager of retail marketing. Mr. Harding, who has had 25 years of sales, advertising and merchandising experience, will have his headquarters in the company's general office in Dallas. Prior to joining the wholesale drug firm, he was president of a chain of 13 bantam supermarkets in Florida.



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New and Expanding Business—



E. J. WACKER, JR. of Dallas, formerly assistant to the senior vice-president, has been named vice-president of the recently expanded Magnolia Pipe Line Company. A native Texan, Mr. Wacker was graduated from The University of Texas with a degree in mechanical engineering. In addition to his executive responsibilities with Magnolia Pipe Line, he will be concerned with engineering, electrical, research and certain other activities. His new appointment is one of a series of top-level moves since October first, when Magnolia Petroleum Company was combined with Mobil Oil.



MISS LUCY DULIN has been appointed manager of the newly formed sub-standard and surplus business department of James Hereford & Company. A native of Sweetwater, Miss Dulin entered the life insurance field in 1947 and for the past seven years has been brokerage supervisor for The Great West Life Assurance Company handling sub-standard business for brokers throughout Texas. James Hereford & Company recently moved to new quarters in the Turtle Creek Building at Turtle Creek and Lemmon.

DALLAS • DECEMBER, 1959

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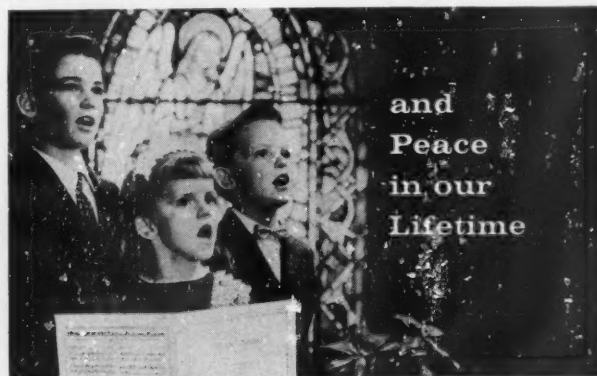
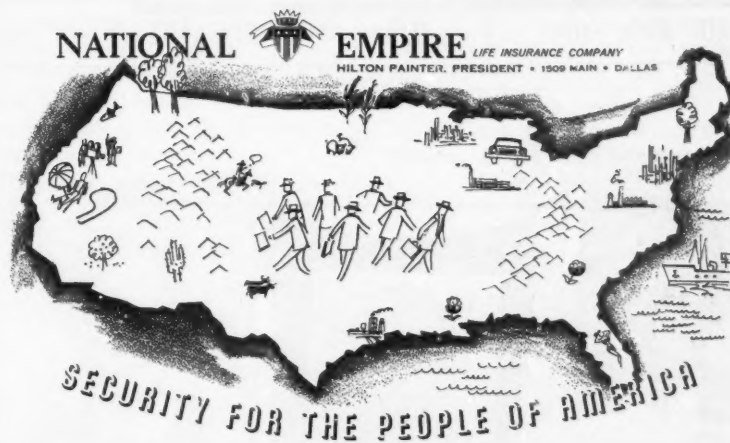
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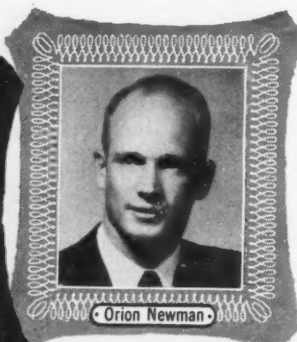
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Chamber Names Officers

(Continued from Page 29)

Trustees for the Methodist Hospital, now completing a \$6 million expansion program.

A lifetime resident of Dallas, Mr. Peterson is president of Texas Bank & Trust Company, with which he has been associated for almost 30 years. Chairman of the Dallas County Chapter of the American Red Cross, he has been very active in Dallas civic affairs.

He is a director of Central Business District Association, Clearing House, Community Chest, Council of Social Agencies, Dallas Society for Crippled Children and Bankers Small Business Investment Corporation of Dallas. He serves on the Board of Trustees Research Foundation and is a member of the Executive Board of Boy Scouts of America Circle Ten Council.

He is the Dallas Chamber representative on the Metropolitan Area Planning Committee, which includes all Chambers in the four-county area. He is a graduate of Rutgers University.

Mr. Williams, president of Southland Life Insurance Company, is a native of Brenham, Texas, and a graduate of the University of Texas. He has lived in Dallas for more than 20 years. He has been associated with Southland Life and participated in its affairs for over 15 years. He was elected its president in 1953.

He is a member of the board of American Cancer Society, Dallas County Red Cross, Arthritis & Rheumatism Foundation, Dallas Citizens Council, Dallas Community Chest, Central Business District Association, Dallas Girl Scouts, Dallas Heart Association, Metropolitan Opera Association, Dallas Symphony Orchestra, Dallas YMCA, Dallas Zoological Society, Greater Dallas Planning Council, State Fair of Texas, Texas Psychiatric Association, Timberlawn Foundation and University of Texas Development Board.

He is vice president of the East Texas Chamber of Commerce and is on the Executive Board of Boy Scouts of America Circle Ten Council and Dallas Camp-fire Girls. He is Chairman of the Building Committee of the Dallas Chamber.

Mr. Williams is a member of Highland



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Park Presbyterian Church, where he serves as a ruling elder.

Mr. Francis, a native Texan, has been with the Mercantile National Bank for more than 30 years. His civic activities include membership in the Association of Reserve City Bankers, Texas Mortgage Bankers Association, Mortgage Bankers Association of America, Dallas Real Estate Board and Boy Scouts of America Circle Ten Council.

Attorney Paul Carrington, a former president of the Dallas Chamber of Commerce, has also served as president of the Texas Association of Commerce and president of the East Texas Chamber. He has been nationally prominent in legal and business affairs and has served as national councilor for both the Boy Scouts of America and YMCA.

(Continued from Page 21)

of World War II. "The Chamber was moving at a furious pace. Carrington said later that things were happening so fast that Monday's plans were often obsolete by Friday." Everyone was working together, for the good of the war effort, and for the good of Dallas.

Leading the business community through four difficult years, three of them under wartime restrictions and the fourth during the turbulent postwar year of 1946 was B. F. McLain. It was he who scoffed at the "doom and gloom forecasters" who predicted 60,000 jobless walking the Dallas streets after V-J Day. And it was he who saw his prediction come true as Dallas grew in 1946 "at the rate of five new businesses a day, 18 new manufacturing plants per month."

D. A. Hulcy was Chamber president in 1947, 1948 and 1949. He has said his administration "was like stepping into a revolving door spinning ten times normal speed." In recounting his years, the program mentioned the Chance Vought move, opening of Central Expressway and the continued growth of Dallas industry.

Ben Wooten was Chamber president when the hotel bottleneck was broken with the ground-breaking of the new Statler. He also saw transportation bottlenecks broken, with the announcement of the new Santa Fe tracks north and the passage through the Texas Legislature of the Turnpike Bill. It was during his Chamber administration that the Love Field bonds were approved.

The Crossman administration was well summed up by a promotional piece widely

Oklahoma City is just 1 hour from Dallas in your 1960 Beechcraft Bonanza . . .



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circulated by the Dallas Chamber which cited new office buildings, new hotels, new air routes, new airport, new turnpike, new water reserves and industrial districts.

It was W. W. Overton, Jr., who "broadened the concept of a close cooperation with other communities of Metropolitan Dallas. He felt Dallas should take a look at itself." The result was the "Know Your Neighbor" tours sponsored by the Chamber. These bus tours "forged a new spirit of cooperation and a new sense of unity for all Dallas."

Erik Jonsson was the Chamber president whose joint team led to the creation of the Graduate Research Center at SMU. "Few Dallas projects have had its scope," the program said, "The success of the Center will help determine Dallas' place in tomorrow's world." Jonsson also saw many projects come to completion, Dallas Memorial Auditorium, Dallas Love Field, new City Hall, a half dozen new office buildings, new warehouses and his own company's trail-blazing factory, the Semiconductor Components Division of Texas Instruments.

Dallas of today "is the result of a half-century of cooperation and teamwork," the program concluded. "No one man built our skyline. No one man will ever rule it!"

★

"... No Mean City"

(Continued from Page 21)

supervise efficient and constructive work. The first thing for which I want to praise our past presidents of the Chamber of Commerce is the wisdom and ability they have shown in selecting, retaining, and inspiring outstanding professional Chamber of Commerce staff members. One we point out in particular. Next year Mr. Ben Critz will have completed 30 years as manager of the Dallas Chamber of Commerce. When you consider loyalty, longevity, hard work, and spectacular accomplishment, I do not believe any Chamber of Commerce manager can approach his distinguished record.

Just here let us add briefly to the Dallas story you have heard tonight. It is often pointed out, with some logic, that from the cold facts of geography and economics there is really no reason for the City of Dallas to have outgrown the numerous

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communities that surround it. The realities of today confound the potentials of 1909. From a frontier community with no outward mark of distinction, with no unusual natural resources, our city has become one of the brightest stars in the American Constellation.

In the last 50 years, the population of our Nation has doubled, of our state has tripled, but the population of Dallas has increased eight-fold. In the last 6 years among American cities in building permits, Dallas has ranked 4th in one year, 5th in four years, and 6th in one year. In the last several years Dallas has ranked 3rd or 4th in the movement of air traffic. Our communication media, our financial, industrial, commercial, educational, and spiritual institutions have grown in proportion to our population and are among the best in America. Today we can boast that Dallas is the center of the fastest growing and most stable area of a great and powerful nation. As we have grown bigger we have grown better. Today we can say like the Apostle Paul, "I am a citizen of no mean city."

But our good fortune was not just thrust upon us. Taking inventory of our resources and of our potentials, we must make note of our greatest asset.

Six hundred years before Christ, Aristides in his Rhodian Oration had this to say:

"Not houses finely roofed or the stones of walls well built, nay nor canals and dockyards, make the city, but men able to use their opportunities."

Smart men have always known the truth of the Aristides philosophy. The Dallas story has proved it over and over again. The most important factor in any equation of growth, in any formula for success, is man himself. Within the last year I have attended professional, industrial, and educational conferences and have listened to many of the Nation's leading economists analyze and describe what has happened and what is happening to our society. They show hundreds of charts analyzing monetary and fiscal policies, economic growth, inflation, foreign policy, balances of trade, etc. The one great element which economists cannot evaluate is leadership. If one should take all the courses extant in human relations, in geopolitics, in economics, and in government, and if his reason were not completely shattered by these mental and psychological gymnastics, he would finally and ultimately conclude that everything worthwhile, after all, is dependent pri-

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marily upon human values, upon men. Nothing is any better than the men who make it work. Without the leadership of the men whom we tonight honor, working through an efficient Chamber of Commerce organization, the Dallas story would be far different from the one in which we take such pride. What have made these men great presidents of our Chamber of Commerce? What have made them great leaders in our community program? First, all have recognized a duty and an obligation to be of public service, all have recognized in the Chamber of Commerce a necessary catalyst for concerted community effort. All have had the ability to organize, inspire, and direct others.

The cynic and the scoffer often says of community leadership: they serve only from selfish motives. This reminds me of the story of Abraham Lincoln and the pig. When a lad of 17, Abraham Lincoln, riding into town, heard a pig squealing in great distress. He discovered the pig about to drown in the mire of a water filled ditch. He rode by thinking of saving his only good suit of clothes. The screams of the pig prayed on his conscience. He stopped, got off his horse and with great effort pulled the pig to dry ground. The cynic claims Abraham Lincoln's selfish motive was to appease his conscience. The better philosopher is forced to view the event in a different light. Abraham Lincoln and the pig were both better and happier for the experience.

History is said to move in cycles. In the early decades of recorded history society was concentrated in the city-states. Today through industrialization and urbanization cities are again becoming the centers of society. Our honorees tonight are men who foresaw this development.

Fifty years ago over 50 per cent of our population lived on farms, today about 13 per cent live on farms. With the rapid industrialization of our state and the growth of our population we now hear much about a thing called Business Climate. Everyone understands this to be a climate attractive to business and a climate in which business can grow and prosper. However, a Business Climate also includes good transportation facilities, good communications facilities, adequate water, good schools, good churches, good financial institutions, good homes, and good people. Our leaders have been wise enough to plan and build on all these fronts.

Too often leaders are born only in crises. Too often men act only in emer-

gency or from shock treatment. The sort of leadership we have had in this community through foresight and patriotic action have avoided crises and emergency by intelligent planning and action before the crises or emergency arose.

These men all have understood the challenge of imperfection and the glory that comes from removing obstacles to progress and the pride one gets from constructive achievement.

All of them have been men of integrity, intelligence, and initiative. All have had courage, confidence, and character. These are elements and attributes of greatness. These are things that raise man above the beast and make him akin to God. With such leadership any community can become great. Without such leadership any community is poor, indeed.

The American landscape is cluttered with the skeletons of towns and cities that might have been but for the absence of devoted leadership. Any town or city without good leadership from some source or other is doomed to mediocrity and eventually to oblivion.

Every day we hear someone cry that America lags in missiles, or lags in science, or lags in something or other. If America lags, or when America lags, it will be a lag in leadership.

I am inclined to believe that if we had had, on the national level, the sort of leadership which Dallas has had on the local level, we could face the future with greater confidence.

So, tonight: Mr. Jackson, Mr. Thornton, Mr. Carrington, Mr. McLain, Mr. Hulcy, Mr. Wooten, Mr. Crossman, Mr. Overton, Mr. Jonsson, we salute you. May your tribe increase. We are grateful to you for outstanding public service to Dallas in particular and to the State and Nation in general.

Let me summarize what I am trying to say with three short verses dedicated to Big D and to the honorees of this occasion:

Cities are what men make them
Wherever the cities may be,
On the wide expanse of the Arctic
Or down by the tropical sea.
In beauty, in wealth, and in culture,
Our City forever must stand
The image of men who have built her
According to vision and plan.
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ACME BUILDING MAINTENANCE.....	43	LONE STAR GAS COMPANY	8
ADLETA SHOWCASE COMPANY.....	44	Agency — Erwin Wasey, Ruthrauff & Ryan, Inc.	
Agency — Preis, Byland, & Preis, Inc. Adv.		MERCANTILE NATIONAL BANK AT DALLAS....	76
AMERICAN BEAUTY COVER COMPANY.....	61	Agency — Ratcliffe Adv.	
Agency — Thompson Advertising Co.		METROPOLITAN SAVINGS & LOAN ASSOC.	64
AMERICAN BUILDING MAINTENANCE CO. OF DALLAS	66	Agency — Auld Advertising	
Agency — R. B. Moreland & Co.		HENRY S. MILLER COMPANY.....	55
AMERICAN SAVINGS — GRAND PRAIRIE SAVINGS & LOAN CO.	60	VANCE K. MILLER CO.	73
A. C. ANDREWS CO.	62	KENNETH MURCHISON & CO.	68
ASSOCIATED FEDERAL HOTELS	42	MURRAY INVESTMENT COMPANY.....	43
Agency — John Peyton Dewey Co.		Agency — Melton Advertising	
BEATTY ENGINEERING CO.	69	MUSIC SUPPLY.....	41
Agency — Hepworth Advertising Co.		MUZAK	4
BEDDOE PRINTING COMPANY	73	Agency — R. J. Burke Adv. Inc.	
BENNETT PRINTING COMPANY.....	9	McAX CORP.	3
BLANKS ENGRAVING CO.	73	Agency — Van Roberts Adv.	
Agency — Brough Adv.		SAM ROSS McELREATH COMPANY	44
BLUE DIAMOND COMPANY	47	NATIONAL EMPIRE LIFE INS. CO.	63
Agency — James H. Susong Adv.		NICOL SCALES INC.	64
BOSCO BOLT, NUT & SCREW CO.	47	Agency — Crook Adv.	
Agency — Van Roberts Adv.		OAK CLIFF SAVINGS & LOAN.....	69
BRIGGS-WEAVER MACHINERY CO.	53	Agency — McCrary Adv.	
Agency — Taylor-Norworthy Inc., Adv.		OLDHAM LUMBER COMPANY.....	63
CAMPBELL & CAMPBELL, Realtors	51	F. S. OLDT CO.	56
Agency — DeLernatt Advertising		Agency — R. B. Moreland Company	
CLARKE & COURTS	27	ORKIN EXTERMINATING CO. INC.	47
Agency — Wesley & Valenti Adv., Houston, Texas		PADGETT PRINTING CORP.	44
COCIRAN & HOUSEMAN CO.	73	JIM RANDOLPH & CO.	56
OTTO H. COERVER CO.	51	RELANCE LIFE & ACCIDENT INS. CO.	45
Agency — Hepworth Adv. Company		Agency — R. B. Moreland Adv.	
COMMERCIAL PRINTING & LETTER SERVICE ..	64	REPUBLIC NATIONAL BANK OF DALLAS	24
DALLAS ASSOCIATION OF INSURANCE AGENTS	62	Agency — Glenn Advertising, Inc.	
Agency — Ayres Compton Adv.		ROBERTS LITHO COLOR PLATE CO.	70
DALLAS FEDERAL SAVINGS & LOAN ASSOC.	60	FRANK ROGERS & SON	70
Agency — Taylor-Norworthy, Inc.		ROGERSNAP BUSINESS FORMS	70
DALLAS PIONEERS.....	6-71	Agency — E. R. Henderson Advertising	
DALLAS POWER & LIGHT CO.	74	RUST PICTURE FRAMING	72
Agency — Rogers & Smith, Advertising		RUTHERFORD BUSINESS SERVICE	12
DALLAS TRANSFER & TERMINAL WAREHOUSE CO.	53	Agency — Don May Adv., Inc.	
Agency — Bevel Associates		THE SESSIONS COMPANY	44
DALLAS UNION SECURITIES CO.	67	Agency — Advertising Agency, Inc.	
Agency — Crook Advertising		SHERATON-DALLAS HOTEL	50
DELTA STEEL BUILDING CO.	54	Agency — Don L. Baxter Adv.	
Agency — Glenn Advertising		SNAP-ON-TOOL CORP.	12
DORSEY CO.	49	Agency — Rominger Advertising	
EMPIRE STATE BANK	46	SOUTHERN TRUST & MORTGAGE CO.	57
Agency — Ayres Compton Adv.		SOUTHLAND LIFE INS. CO.	67
S. L. EWING & CO. INC.	66	Agency — DeLernatt Advertising	
Agency — Marvin Winsett Adv.		SOUTHWEST ADVERTISING & MARKETING	23
EXCHANGE BANK & TRUST CO.	5	SOUTHWEST HEATING & AIR CONDITIONING ..	29
Agency — James H. Susong Adv.		Agency — O. S. Tyson & Co., Inc., New York, N. Y.	
EXLINE-LOWDON CO.	56	SOUTHWEST PRINTING COMPANY.....	45
Agency — Hepworth Advertising Company		SOUTHWESTERN LIFE INS. CO.	13
FIRST NATIONAL BANK IN DALLAS	10	Agency — Crook Adv.	
Agency — Rogers & Smith Advertising Company		SPARKMAN-BRAND, INC.	56
FLOWER-A-DAY SHOP	66	Agency — Thomas R. Leslie Adv.	
FRONTIER MANUFACTURING CO.	67	STEWART OFFICE SUPPLY	57
Agency — Ted Workman Adv., Inc.		Agency — Grant Advertising	
GARAI'S WOOD SPECIALTY SHOP.....	66	STROMBERG-CARLSON	62
J. R. GRAY CO. INC.	65	Agency — Char. L. Rumrill & Co. Inc., Adv., Rochester, N. Y.	
Agency — James W. Huff Adv.		W. A. TAYLOR CO.	45
GREAT NATIONAL LIFE INS. CO.	47	Agency — Hepworth Advertising Co.	
Agency — Bloom Advertising		TEXAS BANK & TRUST CO.	38-39
GREAT SOUTHERN LIFE INS. CO.	63	Agency — Clarke-Dunagan & Huffines	
Agency — Boone and Cummings, Advertising, Houston		TEXAS DELIVERY WAREHOUSE	55
F. C. GUEST & ASSOCIATES	73	Agency — James H. Susong Adv.	
JAMES HEREFORD & CO.	55	TEXAS DISTRIBUTORS, INC.	75
HESSE ENVELOPE CO.	52	Agency — Dowdell-Merrill Adv.	
Agency — Evans-Young-Wyatt Adv.		TEXAS EMPLOYERS' INSURANCE ASSOCIATION ..	59
HILLCREST STATE BANK OF UNIVERSITY PARK	53	Agency — Bevel Associates	
Agency — Hepworth Advertising Co.		TEXAS INSTRUMENTS, INC.	30
HUDSON & HUDSON	51	Agency — Don L. Baxter, Inc.	
INCA METAL PRODUCTS CORP.	49	TEXAS OFFICE FURNITURE CO.	56
Agency — Hepworth Advertising Company		Agency — The McCarty Company of Texas	
INDUSTRIAL PROPERTIES CORPORATION	66	THOMAS OPTICAL COMPANY	57
Agency — John Peyton Dewey Adv.		Agency — Dicklow Advertising	
JAGGARS-CHILES-STOVALL INC.	60	TOWNE INDUSTRIAL EQUIPMENT CO., INC.	68
KELLY GIRL SERVICE	57	Agency — Taylor-Norworthy Inc., Adv.	
LANE CONTAINER COMPANY	43	UNITED FIDELITY INSURANCE CO.	45
Agency — Hepworth Advertising Co.		Agency — Clarke-Dunagan-Huffines, Inc.	
LANE PAPER CO.	69	UNITED FUNDS	61
Agency — Hepworth Advertising Company		VINOY PARK HOTEL	54
J. W. LINDSLEY & CO.	23	Agency — Griffith Adv. Agency, Inc., St. Petersburg, Fla.	
LONE STAR CADILLAC CO.	2	HOWELL H. WATSON	44
Agency — Rominger Adv.		WEATHERBY AIR CONDITIONING CO.	51
		WELDERS SUPPLY, INC.	66
		WILHIDE EQUIPMENT CO., INC.	72
		Agency — Hepworth Advertising Company	
		WOOD'S PARTY PANTRY	54

Dallas *Pioneers*



Established
1857 Sanger Bros.
in Texas
Opened Dallas Store in 1872

1872 Huey & Philp
Company
Wholesale Hardware, Hotel and
Restaurant Supplies & Equipment

1875 Dallas Transfer &
Term. Whse. Co.
Warehousing, Transportation,
and Distribution

1876 Trezevant &
Cochran
Insurance Managers

1875 First National
Bank in Dallas
Banking

1879 Textlite, Inc.
Manufacturers of Porcelain Enamel
and Plastic Products for the
Sign and Building Industries

1889 J. W. Lindsley
& Company
Real Estate and Insurance

1892 The Egan
Company
Printing, Lithographing, and
Embossed Labels

1893 Oriental Laundry
and Cleaners
Finer Laundering, Cleaning,
and Fur Storage

1897 Anderson
Furniture Co.
Dallas' Oldest Furniture Store

1898 Etheridge
Printing Company
Printing, Lithographing, Engraving,
Office Supplies



THE imposing Dallas City Hall structure, shown in the above photograph about 1900, was located at the corner of Commerce and Akard on the present site of the Hotel Adolphus. In this group of buildings was also located the headquarters of the Dallas Police and Fire Departments and the Times-Herald Plant. About two blocks away from this site at old 297½ Main Street, where Field now crosses, Charles R. Burton and Charles R. Freeman set up an insurance agency in 1904. Mr. Burton had come to Dallas from Tennessee in 1895 and went to work for the Dallas Street Railway Company as an auditor. Freeman & Burton, as the agency was originally known, carried a substantial coverage in the horse and buggy risk business. The firm later moved to the old North Texas Building, the Jennie Scollard Building and the Central Bank Building. Mr. Freeman died in 1918 and the firm moved to the Southland Life Annex in 1933. George Wilkin joined the firm in 1942 and became a partner of Mr. Burton in 1946. Now in its fifty-sixth year, Burton & Wilkin is located in the new Southland Center and writes all types of insurance based on more than a half-century of experience in meeting changing conditions and the needs of Dallas.

Business Confidence Built on Years of Service

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established
1899 Seay & Hall
All Lines of Insurance

1900 The Murray Co.
of Texas, Inc.
Carver Cotton Gin Division 1807
Boston Gear Works Division 1880
Industrial Supply Division 1907

1902 Hunter-Hayes
Elevator Co.
Passenger, Freight and Home
Elevators

1903 Republic Insurance
Company
Writing Fire, Tornado, Allied Lines,
Inland Marine, and Automobile
Insurance

1903 First Texas Chemi-
cal Mfg. Company
Pharmaceutical Manufacturers

1904 Burton & Wilkin
Over 100 Kinds of Insurance Sold

1906 Hesse Envelope
Company
Manufacturers of Envelopes
and File Folders

1905 Rubenstein &
Sons, Inc.
Gulf Princess, Ready To Fry
Breaded Shrimp
Lady Rite Shelled Pecans

1910 Moser Co.
Realtors
Industrial and Commercial
Leases and Sales

1911 Graham-Brown
Shoe Company
Manufacturing
Wholesalers

1914 Koch & Fowler
and Grafe, Inc.
Consulting Engineers

A BIT OLD FASHIONED?

In certain things we're proud to be "old fashioned." For instance, we're proud of the old fashioned craftsmanship that goes into our work—the old fashioned pride our workers feel in turning out as nearly perfect mouldings and frames as can be made anywhere. But in styles and patterns we're anything but old fashioned. Be sure to see how modern and well styled our mouldings are.

Rust Picture Framing

E. J. (ED) RUST, JR.

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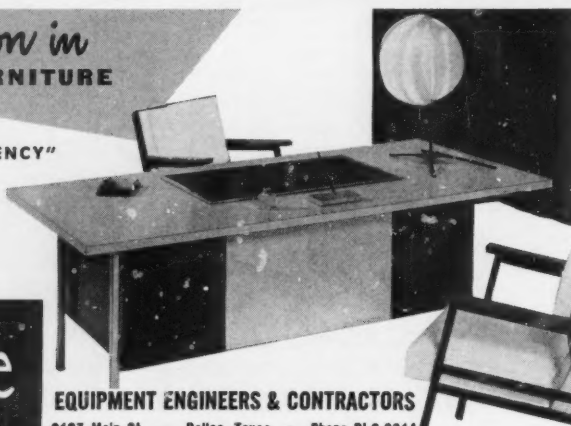
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National Finals Rodeo

(Continued from Page 16)

Cowboy crown are Guy Weeks of Abilene, Texas, with total winnings of \$23,686, Benny Reynolds of Melrose, Mont., who has won \$22,463, Dale Smith of Chandler, Ariz., with \$21,986 in winnings, Buschbom, whose total is \$19,441, and Tom Nesmith of Bethel, Okla., who has a total of \$18,820.

Prize money for the National Finals is the most ever posted for a five day rodeo. The cowboys will vie for a purse of \$50,000, plus entry fees of \$100 per man per event, which brings the total to \$57,500. The winner of each event could win as much as \$4,600 in his specialty during the five-day span of the Finals if he made a clean sweep of first place at each go-around.

Prior to this year, the world championships in each of the five events was determined not by one single, decisive event such as the National Finals, but on the basis of the total of winnings at many small and large rodeos throughout the country through the season. The champions came not out of a particular contest, but were decided at the end of the season as a result of IBM tabulations from the national headquarters of the R.C.A. at Denver. The All-Around Cowboy championship was determined the same way, except the total amount of winnings for an individual in all the events he entered was considered.

Following the National Finals, the Rodeo Cowboys Association will proclaim the World Champion Cowboys in each event for 1959. The champions will occupy a prominent place in the big Cotton Bowl Festival parade through downtown Dallas in the morning of Dec. 31.

There will be no easy bronc or bull to ride in the National Finals. A number of the bulls in the Finals have never been ridden. This is important since in the sport of rodeo, the cowboys are scored on how hard the bronc or bull bucks as well as they ride.

The bucking stock selected for the Finals comes from the strings of 27 R.C.A. stock contractors from fourteen states and Canada. The selection followed a detailed, year-long study of the 7,000 broncs and bulls used in R.C.A. rodeos this year. Out of these, 680 of the "best" or "worst" depending on how you look at it, were nominated for the National Finals. A careful performance record was kept on each. Reports of over fifty "spot-

ters" were evaluated by the committee of contractors who made the selection.

A total of 255 head of the least rideable stock in the country was eventually chosen for the National Finals. The first "Who's Who" of bucking brones and bulls will share the National Finals spotlight with the contestants who will attempt to ride them.

In the past seventy years, rodeo has matured from a part-time recreation of the hard-bitten Texas trail hands to a truly national spectator sport. The sport of rodeo now covers 35 states and Canada, and in 1959 drew a record attendance of approximately 14,000,000 comparing favorably with that for major league baseball and collegiate football. During the regular rodeo season this year, the cowboys competed for a record amount of prize money totaling more than \$3,000,000.

The National Finals Rodeo Commission, which is producing the Dallas rodeo, was established in July, 1958, by the Rodeo Cowboys Association, specifically to put on the National Finals. Producer of the National Finals is John VanCronkhite, of Nacogdoches, Texas, who once served as executive assistant to former Texas Governor Allan Shivers. VanCronkhite began producing rodeos some three years ago, mostly in the East, which up to that time had had few rodeos outside of New York and Boston. His success in this field was so outstanding he was eventually called upon to produce and manage this "dream rodeo" of all time.

The National Finals Rodeo will be staged in Dallas again in 1960, and should prove to be one of the most exciting events of the entire year for a sports-minded city. Ticket orders for the Finals have been received from virtually every state in the U.S., including Alaska and Hawaii, as well as from Canada.

Tickets for the National Finals Rodeo are on sale at the State Fair Downtown Box-office, 1315 Elm Street, and at the Livestock Coliseum box-office at State Fair Park. Tickets are \$4 for reserved seats and \$6 for box seats for each performance, or "go round." There will be go-rounds at 2 and 8 p.m. daily, with a complete section of competition at each go-round, and with all contestants competing each time.

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DALLAS POWER & LIGHT COMPANY

The approaching holidays bring to all a welcome pause. They bring a time of respite from routine cares when we share the joyous spirit of the season. It is a time to say 'thanks' to all whose friendliness has helped to make the old year pleasant, and a time to wish you every happiness in the years ahead from Texas Distributors and its employees.



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